

VETRIVEL G

PRODUCT DESIGNER

www.vetrivelg.in
vetrivelchetty@gmail.com
+91-9944065716

“Passionate about enhancing human experience”

EXPERIENCE

Senior Product Designer

MULTIPLIER | APR 2025 – PRESENT

- Designing and improving global payroll, onboarding, and compliance workflows for enterprises expanding across 150+ countries.
- Led UX revamps for EOR employee onboarding, dashboard, and leave policy configuration, simplifying complex compliance, data-driven journeys.
- Driving adoption by reducing onboarding timelines, improving self-serve capabilities, and enhancing transparency for HR, payroll, and finance personas.
- Partnering with cross-functional teams (legal, product, engineering) to ensure compliant yet intuitive user experiences.

Senior Experience Designer II

ADOBE | APR 2024 – APR 2025

- Improving the user experience of the Creative Cloud Desktop App, enhancing functionality and usability as an app store for Adobe products
- Established the foundation for Milo Studio, enabling Adobe authors to seamlessly publish websites globally.
- Spearheaded the creation of an internal product for campaign development, transforming workflows to enhance efficiency and drive revenue growth.

Senior Product Designer

HYBRID | MAY 2022 – FEB 2024

- Established and maintained a comprehensive design system to ensure consistency, scalability and efficiency across all digital products.
- Implemented retention strategies by launching new inventory management, procurement, and MDM product, driving customer engagement and loyalty. Monitored metrics for initiative effectiveness, enabling continuous improvement.

Creative Director | Multidisciplinary | Product Design

WANDRFLIX | JUN 2018 – JAN 2022

- Directed projects across advertising, documentary filmmaking, website, and product design.
- Applied UX principles to create impactful digital products, delivering successful MVPs and concept designs.
- Balanced user experience with business objectives to achieve measurable results.

Teaching Assistant | Design

IIT HYDERABAD | JUN 2016 – MAY 2018

- Led projection mapping projects to create immersive light animations.
- Mentored student groups in creative and design workshops.

Designer

FREELANCER | JUL 2015 – MAY 2016

- Architectural planning. Photography. Graphic Design. UI Design.

EDUCATION

Master of Design | Visual Design | Distinction

IIT HYDERABAD | JUN 2016 – MAY 2018

Visual Design. Typography. Photography. Design Methodology. Ethnography. User Research. UX. Interaction Design. Design Thinking. Design Research.

Bachelor of Architecture

SRM UNIVERSITY | JUN 2010 – MAY 2015

Urban Design. Residential Design. Spatial Arrangement. Video Editing. Graphic Design. Architectural Photography.

TOOLS

Figma
Sketch
InDesign
Premiere pro
After Effects
Illustrator
Photoshop

SKILLS

Wire-framing
Prototyping
Cognitive Thinking
User-Centered
UX Research
Visual Design
User Testing
Information architecture
Product Thinking

INTERESTS

Travel • History • Culture
Psychology
Human Behavior

VOLUNTEERING

TEDx IIT HYDERABAD | 2017
Member of Design Team

INTERACT | 2017
Intl. Design Conference

ACHIEVEMENTS

Adobe Awards
Semifinalist

Appreciation Award
Govt. of India | ANI

Appreciation Award
Govt. of India | LD

Silver Medal
IIT Hyderabad | Distinction