

Dhanush Rakesh Parekh

Product Design Leader

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Bengaluru, India

Product design leader with fourteen years across finance, my own design studio and product teams. I lead design, set direction for systems that scale, and still build: today I design products and direct how they ship, with AI doing much of the implementation.

EXPERIENCE

Atomicwork · Bengaluru

Lead Product Designer

Feb 2025 – present

- Designed and built dynamic theming: themes generated from four inputs (accent, mode, tint, contrast) across ~170 design tokens, so every customer's workspace carries their brand. Ten curated presets, WCAG-audited.
- Set the direction for record pages built from widgets: config-driven blocks that compose any object's page, that customers can rearrange and AI can generate. 21 widgets specified.
- Building one settings framework for pages that looked like twelve different products; cut its component library from fourteen parts to five.
- Since Feb 2026, also direct how the product is built, with AI and coding agents doing the implementation. 388 pull requests merged since March.
- Lead a team of five designers, and changed how work starts: user stories, then goals and journeys, before any design.

Giraffe · Own product

Co-founder, design and build

Ongoing

- Co-founded with Srishti. I design and build all of it, from the experience to the architecture.
- Designed sixteen personalised AI agents to plan alongside the group, each one aware of the person it helps.

Zluri · Bengaluru

Product Design Lead

Jun 2024 – Feb 2025

- Led the redesign and launch of the SaaS management platform: 60% less churn, and \$5M in leads in a quarter.
- Built and led a product design team of twelve, and a design process that shortened the path from idea to launch.

Senior Product Designer

Sep 2022 – Jun 2024

- Led UX research that reshaped navigation into a five-level system built for small, low-resolution laptop screens.
- Built the design foundation and an atomic design system, with templates, style guides and specs, for Zluri 2.0.
- Redesigned layouts for consistency, increasing usable area by 25%.

Ravity · Bengaluru · remote

Lead Design Consultant

Aug 2021 – Aug 2022

- Led design of the consumer app that won the Porsche Data Cup.
- Defined the brand's goals and identity, and built its design language system.
- Set up a design team with clear structure, running agile sprints for reporting and task management.

Viral Works Design Studio · Bengaluru

Founder & Director of Design

Jun 2016 – May 2022

- Apps, dashboards, web, brand identities, packaging, decks and animation for 100+ clients across 30+ sectors, from fintech and big data to FMCG.
- Designed brand systems for companies now valued at over \$66M.

ChipsnCo · Bengaluru

Co-founder, Director of Design & Marketing

Jan 2017 – Mar 2020

- Raised \$300,000 from venture investors on decks I designed.
- Defined the audience and brand language, designed the packaging, and led marketing to \$22,000 in revenue.

H C Khincha & Co · Bengaluru

Article Associate

Aug 2015 – Aug 2018

- Due diligence, transfer pricing and compliance reviews for 20+ corporate clients, and tax structuring for private clients.

EDUCATION

Master's in Interaction Design, double award · Domus Academy, Milano & Regents University, London

Sep 2021 – Nov 2022

110/110, cum laude. Merit scholarship covering 30% of fees. Internship at BSD, Milan, designing an AI chatbot for Fastweb.

Bachelor of Commerce, Finance & Accounting · Christ University, Bengaluru

Jun 2013 – May 2016

GPA 3.52/4.0. Scholarship for academic and extra-curricular performance.

CERTIFICATIONS

UX Design (Parsons School of Design) · Accounting Technician (ATC) (Institute of Chartered Accountants of India) · Technical & Fundamental Analysis (Stockbyte) · Capital Markets Fundamentals (Stockbyte)

TEACHING

Curated and led design bootcamps at Domus Academy, Milano. Design workshops at Christ University and St. Joseph's College. Taught at Samarthanam Trust for the visually impaired.