

Priyanka Lakkad

Senior Product Designer | B2B SaaS | AI & Workflow Platforms

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Senior Product Designer with 5 years of experience designing agentic, AI-powered enterprise platforms, specializing in workflow automation and CRM/ERP-integrated systems. Proven track record leading 0-to-1 product initiatives that turn complex operations into trustworthy, human-in-the-loop experiences. Led hiring for product designers and mentored design interns.

EXPERIENCE

Product Designer - Tata Consultancy Services (Interactive Design Studio)

2021 - Present

Santa Clara, CA

Design and ship enterprise SaaS platforms and AI-driven workflow systems for major brands, including Apple, Cummins, McKesson, Jaguar Racing, Sherwin-Williams, and Best Buy.

Global Manufacturing Company (Fortune 500) | Rebatify: Agentic Rebate Platform

[View Case Study →](#)

- Directed end-to-end product design of a B2B rebate management platform replacing Excel-based workflows for Sales and Finance teams, centralizing rebate configuration and integrating CRM and ERP systems to reduce processing time by 42%.
- Partnered with product managers and engineers to craft an agentic AI Program Builder that converts inputs into structured rebate rules with automated validation checks, improving payout accuracy by 18%.
- Implemented an AI-assisted claims review system with anomaly detection and human-in-the-loop (HITL) checkpoints, reducing validation errors by 22%.

Pharmaceutical Company (Fortune 500) | ComplyOne: AI Compliance Platform

[View Case Study →](#)

- Led platform design consolidating training and compliance data into a real-time dashboard, enabling enterprise teams to monitor regulatory readiness while reducing audit preparation time by 27%.
- Designed role-based access controls (RBAC) tied to training completion, reducing compliance violations by 21% and preventing \$350K in annual audit remediation costs.
- Devised a configurable escalation workflow system that surfaced high-risk compliance issues and automated routing across teams, reducing resolution time by 46%.

Apple | Enterprise Automation Initiative

- Spearheaded end-to-end design of 0-to-1 agentic AI workflow systems as the sole designer for enterprise-scale automation initiatives, incorporating human review checkpoints for trust and control while partnering with PMs and engineers to operationalize scalable frameworks.

Jaguar Racing | Interactive Digital Experience

[View Case Study →](#)

- Led design of an interactive digital installation for Jaguar's Gen 2 Formula E car at the London ePrix, enabling spectators to explore vehicle features and engaging over 20,000 attendees.
- Operationalized a reusable interaction framework for future activations, reducing setup time by 31%.

EDUCATION

Master's - Human-Computer Interaction Design

Indiana University Bloomington

Bachelor's - Information Technology

COEP Technological University

SKILLS

Agentic Systems | AI Agent UX | AI-Powered Products | CRM/ERP Integrations | Human-in-the-Loop (HITL) Design | Human-AI Interaction (HAI) | Complex Workflow Design | 0-to-1 Product Design | Explainable AI (XAI) | B2B SaaS | Design Systems | Interaction Design | Information Architecture | Data Visualization | Platform Design | Cross-Functional Collaboration | Product Strategy | Product Discovery | End-to-End Product Design | Prototyping | Usability Testing | User Flows | User Research | Workflow Automation | Ideation | Prompt Design | Claude Design | Cursor | Figma | Artificial Intelligence | Visual Design

CERTIFICATIONS

Gen AI Leader, Google Cloud (2025) | Demystifying AI, Stanford HAI (2025) | AI For Designers, IxDF (2025)