INDHUMATHI VENKATACHALAM
Senior Product Designer/ Engineer | AI Products, 0-to-1, Human-in-the-Loop Systems
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Summary - Senior product designer who builds and ships. 7+ years across AI, ML, and marketplace products, with two 0→1 launches. I design the flow, build the working version in React, TypeScript, and Next.js, and take it to preview deployments with engineers. Specialty: interfaces for high-stakes decisions, confidence tiers, approval gates, override controls, and feedback loops that improve the model. Founding designer at Keye: 0→20K+ MAU in 12 months. Now designing oversight for enterprise AI agents at a stealth startup. Next: a pet-owner marketplace that matches owners to caregivers by need and experience, surfacing the right fit directly.

Experience

Senior Product Designer/ Engineer, AI Stealth Startup | Seattle / Remote | Jun 2025 – Present
Stealth designing oversight for enterprise AI agents

- Designing oversight tools that let non-technical managers see what AI agents did, approve or override actions, and step in when something needs a person, without reading logs.
- Own the design end to end across investigation, approval/autonomy levels, and intervention and recovery flows.
- Designed, built, and launched the petcare marketplace beta as the sole designer using Next.js, React, and Tailwind, shipped with Claude Code and Codex, deployed on Vercel, owning product strategy and the design-to-code loop directly with the founder.
- Launched to 100 active testers drawn from a 5,000-person Seattle signup base, with sustained demand pointing toward a full launch.

Senior Product Designer, Amento | Seattle | Jun 2023 – May 2024
LAT, ML-driven asset lifecycle platform for institutional real estate https://indhu.design/work/lat

- Designed the human-in-the-loop trust system following a $180K false-positive maintenance alert, reducing override rate from 61% to 19%.
- Introduced confidence tiers, approval gates, and override logging that fed model retraining
- Reframed ML alerts around financial consequence rather than raw probability, cutting decision time from 14 minutes to 4.
- Increased weekly active use to 96% against a 70% leadership benchmark as the product scaled beyond its 43-person pilot.
- Designed four role-based experiences (technician, manager, accountant, executive) across three university campuses on a shared data foundation.
- Partnered with engineering on an API-layer integration with legacy CMMS and ERP systems, avoiding data migration and workflow downtime.
- Contributed to an operating model projected to reduce unexpected maintenance costs by 25%.

Founding Product Designer, Keye YC F24 | Remote | Jan 2021 – Dec 2022 *(concurrent with Handel from Mar 2022)*
Credit-based subscription marketplace https://indhu.design/work/keye

- Built the product from 0 to 20K+ monthly active users in under 12 months as sole designer, supporting a $1.5M pre-seed

- Designed the credit-based access model that became the core $20/month subscription; improved trial-to-paid conversion 32%.
- Shipped a Chrome extension in 10 days to resolve an 18-month credential-handoff problem, reducing login friction 63% and increasing repeat sessions 41%
- Reached a 60% install rate within three months of extension launch among monthly users.
- Built the design system around a parametric card component spanning eight states and three platforms. Hired, mentored, and onboarded the two designers who succeeded me.

Senior Product Designer, UW Center for an Informed Public, TrueMedia.org | Jan – Dec 2024

- Led design of four media-literacy features: verification search, reverse image search, scan-to-verify, and Ask Us. Partnered with TrueMedia.org to prioritize verification features for the 2024 election.
- Directed live testing with ~1,800 event attendees at Misinfo Day 2024, simplifying the Ask Us flow to three steps.
- Owned research across two phases, a 2,000-respondent survey and 28 interviews, synthesizing findings into three user archetypes.

Product Designer II, Handel Architects | New York | Mar 2022 – May 2023

- Led design of AI-assisted property search, virtual tours, and mortgage tools for Hines, increasing engagement 73%
- Established a cross-platform design system that improved consistency and reduced QA cycles
- Partnered with NFL stakeholders on advance wayfinding and fan experience design for Super Bowl LVIII (Feb 2024)

Earlier Experience

- **Senior Product Designer, Flock.ai** | New York | Nov 2021 – Jan 2022 — Defined product strategy and designed the MVP used in user testing and investor demos during a $1M seed raise
- **Product Designer, Distribute Aid** | Remote | Jun – Dec 2020 — Led redesign of humanitarian logistics workflows, reducing task completion time ~60%
- **UX Designer, Gensler** | Chicago | May 2018 – Feb 2020 — Led UX for the flagship Bay Area Apple Store digital experience; delivered experiences for Universal Studios and United Airlines

Education

- University of Washington — Graduate Certificate, User-Centered Design, 2024
- UW–Milwaukee / SCI-Arc — Master of Architecture (STEM-designated), Dec 2017

Skills

- **Build:** React, TypeScript, Next.js, Tailwind, HTML and CSS, Storybook,Linear, Vercel Preview deployments, design-to-code workflows
- **AI:** Claude Code, Codex, Cursor, Lovable; human-in-the-loop systems, AI trust and transparency, confidence states, model feedback loops, conversational interfaces, LLM and agent prototyping
- **Design:** Figma, FigJam, Rive, Lottie, Adobe Creative Suite, design systems and tokens, interaction design, information architecture, WCAG 2.2 accessibility
- **Research:** user interviews, survey design, usability testing, experimentation, synthesis; Maze, FullStory, Google Analytics.
- **Leadership:** design mentorship, cross-functional facilitation, engineering collaboration, stakeholder alignment