

INDHUMATHI VENKATACHALAM

Senior Product Designer | AI Products, 0-to-1, Human-in-the-Loop Systems

Seattle, WA | indhumathi.venkatachalam05@gmail.com | indhu.design | linkedin.com/in/indhu05

Summary

Senior product designer and builder with 7+ years across AI, machine learning, and marketplace products. I write product requirements, run design reviews with engineering, and drive features through to code delivery, and I build working products myself with Claude Code and Codex. My specialty is trust systems that make model outputs actionable: confidence tiers, human-in-the-loop controls, and feedback loops that improve the model. As Keye's founding designer, I grew a marketplace to 20K+ monthly active users and helped support a \$1.5M pre-seed.

Experience

Senior Product Designer, AI Stealth Startup | Seattle / Remote | Jun 2025 – Present

Stealth AI-forward marketplace for pet owners

- Led 0-to-1 design and build of the beta, shipping core flows end to end using Codex and Claude Code
- Launched beta to 100 active testers from a 5,000-person Seattle signup base, with sustained demand for full launch.
- Own product strategy and the design-to-code loop as the sole designer, partnering directly with the founder.

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.
- 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.
- Collaborated with TrueMedia.org to prioritize verification features ahead of the 2024 election cycle.

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 Design (STEM-designated), Dec 2017

Skills

- **AI product design:** Human-in-the-loop systems, AI trust and transparency, confidence states, model feedback loops, conversational interfaces, LLM and agent prototyping
- **Product and execution:** Product strategy, 0-to-1, interaction design, information architecture, design systems, design-to-code workflows, WCAG 2.2 accessibility
- **Research and validation:** User interviews, survey design, usability testing, experimentation, research synthesis
- **Leadership:** Design mentorship, cross-functional facilitation, engineering collaboration, stakeholder alignment
- **Tools:** Figma, FigJam, Adobe Creative Suite, Cursor, Lovable, Mural, React, Typescript, C++, Claude Code, Codex, Storybook, Maze, FullStory, Rive, Lottie, Google Analytics