

Maruti Avantsa

Product Designer / Bengaluru, IN

Product designer in Bengaluru, working remotely for a US software team. I work where operational software gets complicated: payments infrastructure, internal tools, and the design systems that keep both repeatable.

maruti.avantsa@gmail.com mavan.design linkedin.com/in/maruti-ram medium.com/@maruti.avantsa mavandesigns.gumroad.com

Open to a full-time role, a contract, or a cofounder seat, on products where the hard part is the system underneath. Sep 2026

A EXPERIENCE

Product Designer

Onengine, Early-stage US software team building one platform for service, facility, freight and real estate operations.

Remote
May 2024 – present
2 y 5 m

Onengine is a 0-to-1 platform for companies running service, facility, freight and real estate operations. I joined at the concept stage and own product design: the information architecture the modules sit on, the admin and client-facing screens, and the specs engineers build from. The work happens in a running prototype rather than a static file, so a new idea meets the system it has to live in on the day it is raised.

- Built the playground: around 180 components, 20 template routes, and one settings screen where option sets, table columns and badge styles are edited by a product person without code.
- Wrote a behaviour spec per module, eleven sections each, every line tagged for where it came from: stated in the PRD, clarified later by a named person on a date, inferred with the reasoning shown, or an open gap with a number against it.
- Idea to engineer-buildable spec went from about three weeks to day one. Both ends exclude development. Three weeks was roughly a week of requirements plus one to two weeks of design assessment, feedback and rework.
- Designed client inventory, location and site profiles, and work order management across admin and client surfaces.

Product Designer

Zeta, Cloud-native credit card processing platform. The back-office tools banks run cards on.

Bengaluru
Feb 2022 – May 2024
2 y 4 m

Zeta's platform is what a bank's staff work in all day: support, end-of-day operations, control. I designed those tools across several product centers, and worked on the design system the whole product draws from, contributing components and patterns with documentation good enough for another designer to use them without asking me.

- Ran a three-day sprint with ten to fifteen product designers to work out how many surfaces the product actually needed. Eight distinct scenarios came out of it, and three patterns covered all eight. Counts from memory.
- Specified those three as whole surfaces rather than components: a parent-child view, a floating compose box with a bottom dock, and a side panel. The rules went with them, down to resize limits and which forms stay open when an agent switches to a different account holder.
- The surfaces were inherited across the product centers instead of being reimplemented per team.
- Designed the Account Holder Schema editor: object tree, per-field properties, and a two-step publish that saves locally before committing to a changeset.

Product Designer

56 Secure, Subscription security service for homes, apartments and businesses: patrol guards, cameras and an SOS app.

Bengaluru
Oct 2021 – Jan 2022
4 m

56 Secure sells security by subscription, so its value is invisible until the worst day. I was the only designer when I joined, and led design across product, web and marketing while the function grew to four people. The app was mobile-first and inconsistent, so much of the work was deciding order with the executives before drawing anything.

- Designed first-time onboarding for the app's critical flows, the incident listing that shows what happened near you this week, and a request catalogue built by sitting with support, sales and marketing.
- Built Apartment Security as a second product line out of the first one's parts: a resident app and a society dashboard covering visitors, staff, SOS and payments. It shipped.
- Rebuilt the marketing site, and made the 2021 safety report from the service's own data: 783 SOS raised that year.

User Experience Designer

Ameriprise Financial Services, US financial advice and asset management firm; the applications its advisors and back office use.

Minneapolis, MN
Apr 2019 – Jan 2020
10 m

I sat on the core design team and worked on data-dense internal applications with the business partners who owned them. Most of it started as requirements and data rather than a brief, so I read the quantitative and qualitative material before drawing anything.

- Turned hard copy forms into digital flows, which meant working out what a paper page is really asking before it becomes a screen.
- Designed data-rich applications and information-dense interfaces from requirements analysed with stakeholders.
- Kept improving the usability of data-intense workflows against what users told us, rather than shipping once.

Design Engineer, Web and Cloud Applications

Hillwood, Real estate and industrial development company; internal and public web applications for its workforce and events.

Dallas, TX
May 2017 – May 2018
1 y 1 m

I designed and built internal and external web applications with engineers and the people who used them. The wireframes, prototypes and research were mine, and so was the code that shipped them. Salesforce was the platform, so its patterns set the vocabulary. The role ran alongside my master's at CSU Fullerton.

- Built applications in Apex and Visualforce on Force.com sites, and configured Lightning interfaces and pages.
- Worked the applications behind workforce and event distribution from research and wireframes through to the running product.

EARLY WORK · Visakhapatnam, 2013 – 2016

Web Developer, Designer

GITAM Deemed University, Student organisation I co-founded at the university, building web projects for its initiatives and events.

Visakhapatnam
Jun 2013 – May 2016
3 y

UI/UX Engineer, intern team lead

Symbiosys Technologies, Software services company in Visakhapatnam. A six-week internship.

Visakhapatnam
May 2015 – Jun 2015

Digital Media Designer and Web Developer

Visakhapatnam Urban Development Authority, The city's development authority. Visakha Utsav is a state cultural event.

Visakhapatnam
Dec 2014 – Jan 2015

B SELECTED WORK	Onengine — the playground mavan.design/work/onengine-playground	2026
	The team kept rebuilding the same product because nobody owned the consequence three steps downstream. Now a new idea meets the system it has to live in on day one.	
	Idea to system / 3 weeks → day 1	
	Zeta — three surfaces mavan.design/work/zeta	2022 – 2024
	Teams across the product had each solved “show me one more thing” their own way. A three-day sprint turned eight scenarios into three surfaces that every center inherited.	
	Surfaces to build / 8 → 3	
C WRITING	Component Sections: The Missing Layer Between Figma and Code	Prototypypr / 2026
	blog.prototypypr.io/component-sections-the-missing-layer-between-figma-and-code-235e83912258	
	An updated color picker for practicality blog.prototypypr.io/an-updated-color-picker-for-practicality-adobexd-294d5e4e5f92	Prototypypr / 2020
	The building blocks of a Design Library medium.com/@maruti.avantsa/the-abcs-of-a-design-system-design-library-1d4a2ff4fb2f	Medium / 2019
	Designing the Adobe XD Component Overrides and some more	Prototypypr / 2019
	blog.prototypypr.io/designing-the-adobe-xd-component-overrides-and-some-more-42658aba0901	
D PRODUCTS	Mavan Foundry	Figma UI kit / Live
	Designer's Client OS	Notion system / Live
	Template Business OS	Notion system / Live
E PRACTICE	Product and interaction design, Design systems, Data-dense and operational UI, Product specification, Research and usability testing, Prototyping, Accessible design	
	Figma, HTML / CSS, JavaScript, GSAP, Git, Notion, Claude	
F EDUCATION	California State University, Fullerton	2016 – 2018
	Master's, Computer Science	
	GITAM University, Visakhapatnam	2012 – 2016
	Bachelor's, Information Technology	
G CERTIFICATIONS	UX Designer Nanodegree / Udacity / 2020	
	Google UX Design Professional Certificate / Coursera / 2021	
H RECOGNITION	Best Student Award, GITAM, 2016	
	Visakha Utsav work covered in a state newspaper editorial, 2015	
I LANGUAGES	English, Hindi, Telugu	