Aditya Rathinasamy Murali

Lead Product Designer
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Summary

Lead Product Designer with 8+ years of experience building pixel-perfect, user-friendly products. Leading 12+ designers at Lumel across business, finance, and analytics products used by Microsoft, Adobe, Intel, and Sony. Currently leading 4+ products focused on Microsoft Fabric, AI-enabled workflows, and multiple design systems.

Experience

Lumel | Lead Product Designer

JAN 2026 – PRESENT

- **Products:** Working on Microsoft Fabric Planning products, addressing customer feedback and broader feature requests. The products include Planning, PowerTable, and Intelligence, while leading 3 teams.
- **Team:** Improved the design handoff process through direct CSS code fixes and detailed design documentation. Introduced AI-enabled workflows by integrating our design system to generate Figma deliverables for minor feature requests, reducing turnaround time from 72 hours to 24 hours.
- **Design System:** Created a design system from scratch for our next-generation AI-based product, with integrated developer deliverables.
- **Deliverables:** Ensured every deliverable included detailed design documentation and cross-functional team discussions. Served as a key decision-maker in final design sign-offs.
- **Hiring:** Personally interviewed 50+ designers and hired 5 designers during the period.

Lumel | Senior Product Designer

JAN 2023 – JAN 2026

- **Products:** Built 5+ custom visuals from scratch for Microsoft Power BI. Redesigned 4+ years of existing products using an in-house design system, including Inforiver, Analytics+, xViz, ValQ, and BI Hub.
- **Team:** Led an initiative to restructure the design team, enabling designers to work across multiple products. Introduced design sprints and weekly brainstorming sessions to encourage knowledge sharing and stay updated on market trends.
- **Leadership:** Spent these 3 years transitioning from an individual contributor to a team leader, managing design initiatives while working directly with clients and internal teams.
- **Hiring:** Interviewed and built the design team, growing it from 2 to 7 designers.

Lumel | Product Designer

DEC 2018 – JAN 2023

- Joined as a fresher in a 2-person team, taking ownership of responsibilities across product design and marketing deliverables.
- Focused on continuously improving design skills, understanding new domains, and transitioning the team's workflow from Adobe XD to Figma. This helped bring Product Management, Developers, and QA teams together for discussions and deliverables.
- During this period, the services division of the company was acquired by Atos in July 2021, and the product company was established as Lumel, starting with a team of just 60 employees.

Cintana Technologies | UI/UX design

MAY 2018 – NOV 2018

- Started my career by independently handling UI/UX design for mobile and web applications across multiple projects.
- Worked on Boonbox Champ, Easy Bids, and Varian, creating user flows, wireframes, prototypes, and modern UI designs.
- Collaborated directly with clients and developers, gathering requirements and delivering designs with a focus on usability.
- Also contributed to corporate presentations and social media designs.

Education

B.E. Mechanical | St. Joseph's Institute of Technology (Anna University) | 2013–2017 | CGPA: 7.75