Kogulan Sivaneshan

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Work experience

Rose Rocket

Product designer — Sep 2023 - Present

- Led design for the **Enterprise and Builders teams** on the new Platform product, working cross-functionally with PMs, engineers, Sales and Solutions.
- Designed core customization tools—including Object, Automation, and Document Builders—that **reduced organizational setup time** from hours to minutes, contributing to **22 closed deals** and **driving over $400,000 in ARR**.
- Designed an automated rating engine that eliminated manual processes, **driving a 772% increase in usage** and **generating over $4.4M in ARR** in just 2 months
- Overhauled the Rose Rocket design system by **integrating Figma variables**, **spearheading token structuring and naming**, and working closely with engineers for implementation, unlocking dark mode and greatly accelerating future component updates.

Junior Product designer — Sep 2021 - Sep 2023

- Led design for **Growth and Network teams** on the Classic product, working cross-functionally with PMs, engineers, Sales and Solutions.
- Designed the **Network Inbox, overhauled notifications**, and **implemented email integrations** to meet high user demand.
- Launched **in-app ad campaigns** and optimized onboarding workflows to drive user acquisition.
- Enhanced the Rose Rocket design system, Zinnia, by standardizing and **refining the component library** for closer alignment with existing, in-app components.

Ubisoft Toronto

UX Design Intern — May 2020 - Dec 2020

- Streamlined Far Cry 6's player experience by **crafting tutorials** for core features.
- Collaborated with cross-functional teams to **create comprehensive design documentation**, layouts, and wireframes.

UI Artist Intern — June 2019 - Aug 2019

- Contributed to the visual identity of Far Cry 6 by **designing and integrating iconography and artwork** for various in-game and HUD elements.

About me

Hey there! I'm a multi-disciplinary designer who thrives in cross-functional collaboration, crafting intuitive and visually engaging user workflows while leveraging insights from industry experts to address complex challenges. I'm looking for a role where I can help shape design culture by evolving and maturing the design system, while contributing to processes that drive design team efficiency and value.

Education

University of Toronto

Master of Information — 2019-21
User Experience Design

Honours BSc. — 2014-18
Toxicology & Nutrition

Tools & Skills

Figma, Adobe suite (PS, AI, XD), Storybook, HTML, CSS

Product design, Design systems & tokens, UI/UX Design, Brand identity, User research & testing, Prototyping

Awards

Ubisoft Toronto NEXT — 2019

Placed first in User Interface, earning a 3-month apprenticeship