

CHETAN SHRIDHAR
Principal UX Designer

I design enterprise products, and increasingly, I design for AI and build with it. 20 years of making expert tools usable, across fintech, cloud security and CDN. Today I work on a private credit decision and underwriting platform, where analysts and investment managers make lending decisions with AI.

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Work Portfolio
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WORK EXPERIENCE

2005 to Present | 20+ yr

LIQUiDITY

Dec 2022 – Present

Principal UX Designer
Senior UX Designer

Designed an AI chat app for private debt underwriting, from 0 to 1, where Financial Analysts and Investment Managers make lending decisions with AI. I also build with AI: MCP apps that give 300–500% more screens than I could design by hand, and a design system Claude keeps in sync between Figma and Storybook.

Skyhigh Security (formerly McAfee Enterprise)

Jun 2021 – Dec 2022 | 1.6 yr

UX Manager
UX Architect

Designed cloud security apps, including Web Protection and Browser Isolation, and led UX for the Web Policy rule builder: complex security rules written in the interface instead of proprietary code. Research with 7 customers (around 23 participants) set its MVP with Product and Engineering.

Akamai Technologies

Sep 2014 – Jun 2021 | 7 yr

Senior UI Engineer (Product and Growth Design)

Led product design for data analytics, reporting, configuration and workflow automation apps across internet traffic, cloud security and media streaming. Designed ACT from 0 to 1, where Solutions Engineers test configuration changes on staging before they reach production. Most Valuable Player, Q1 2020, for the Premium and MSS apps.

HARMAN

Feb 2013 – Sep 2014 | 1.6 yr

Senior Product Designer (Product and Visual Design)

Redesigned every screen of the Soundcraft Vi3000 mixing console, which still runs them today, and designed the ViSi Remote iPad app. Designed AKG's Confer Control, a Windows desktop app for conference systems.

Visual Design Experience

2005 – Feb 2013

Akamai | Graphic Designer	Sep 2010 – Feb 2013
Tesco HSC | Graphic Designer	Mar 2009 – Sep 2010
The New Indian Express | Visualizer	Mar 2008 – Jan 2009
Image Infotainment | Trainer and Design Faculty	Nov 2006 – Feb 2008
Virgin Comics | Digital Colouring Artist	2005 – 2006

SKILLS

Professional

Designing AI

AI Chat Workspaces | Conversational UI | AI Assistants | Generative UI from a Component Library | Human-in-the-Loop Decisions

Building with AI

Claude & Claude Code | MCP Apps | Figma-to-Storybook Design System Sync | Project Rules that keep AI to our Design Tokens & Components

UX, Interaction & Visual Design

User Research | Information Architecture | User Flows | Navigation Design | Workflows | Wireframes | Prototyping | Mock-ups | Messaging & Error Handling | Design Patterns | Design Systems | Design Tokens & Component Libraries

Domains

Enterprise UX | B2B SaaS | Fintech & Private Credit | Cloud Security | CDN

Tools & Technology

Figma | Storybook | Claude Code | Axure | Sketch | XMind | Illustrator | Photoshop | Draw.io | HTML | CSS (Sass)

Teamwork & Leadership

Planning + Organizing + Allocating Work | Mentoring | Bridging Product Management & Engineering | Working with AI Engineering, Data Science & Data Engineering

EDUCATION

Always learning

Academic

B.Sc | Bangalore University (2003 – 2006)

Professional

Self-taught in design. I learned UX on the job, shipping enterprise products alongside the PMs and engineers I worked with.

Thank You