

GULSHAN RAMESH CHAND

Product Design Leader

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SUMMARY

Throughout my career, I've tackled diverse challenges across consumer, merchant, developer ecosystems, payments, payroll and HR products, turning friction into seamless flow for millions of users. I lead by empowering designers and collaborating across disciplines to build products that are as intuitive as they are impactful.

I thrive at the intersection of design excellence, business strategy, and AI-enabled innovation to solve real-world problems and deliver products that drive measurable business impact.

EXPERIENCE

TriNet Group, Inc.

Feb 2022 – Present

Full-service HR solutions for SMBs

Director of Product Design

2022 – Present

- Led the end-to-end redesign of the Payroll & Expense ecosystem, including Time tools, Tax-filing, and W-2 systems, managing three designers to execute the design effort
- Redesigned the Money experience end-to-end, partnering with two contractors, to unify paychecks, total compensation, and tax access into a cohesive financial hub for employees.
- Revamped the Company Directory and Org Chart, giving employees intuitive navigation across team structures and organizational hierarchy
- Led the TriNet mobile app overhaul, achieving a 90% monthly active user (MAU) rate among the installed base.
- Delivered North Star visions for AI-native Reporting and led AI-powered experiences for admin and employee personas, reducing dependency on Support teams
- Introduced and established TriNet's Design System, creating a scalable framework for consistent, high-craft experiences across product teams
- Hired and mentored top design talent across global geographies, establishing offshore teams to support company-wide initiatives while maintaining high-velocity delivery

Zenefits (acquired by TriNet)

May 2019 – Feb 2022

All-in-one HR, payroll, and benefits administration for small to mid-sized businesses.

Principal Product Designer

2021 – 2022

Senior UX Designer

2019 – 2021

- Led the end-to-end revamp of the Payroll Tax Setup and W-2 generation flows, streamlining complex compliance workflows for administrators
- Designed and delivered Timesheets and Scheduling experiences that improved employee self-service and reduced administrative overhead
- Architected a comprehensive Support Flow redesign to reduce resolution friction.

PayPal, Inc.

2007 – 2019

Fintech · Payments · Consumer & Merchant

Lead Designer

Dec 2016 – May 2019

Sr. UX Designer

Feb 2015 – Dec 2016

UX Designer

Oct 2010 – Jan 2015

User Experience Researcher

Oct 2007 – Nov 2008

- Designed shipping and transaction activity experiences that enabled merchants to efficiently manage orders and track payment flows
- Led the design of Reporting and Insights dashboards, empowering merchants with actionable data to optimize their business performance
- Architected merchant onboarding flows that streamlined account setup and reduced time-to-value for new users
- Designed compliance workflows and verification processes that ensured regulatory adherence while maintaining a smooth user experience
- Conducted lab studies, heuristic evaluations, field visits, surveys, and card sorting to inform product decisions

SKILLS

Leadership & Team Building: Team Building & Mentorship · Hiring & Performance Management · Executive Communication

Strategy & Business Impact: Product Vision & North Star Thinking · Portfolio Prioritization · Resource Optimization

Experience Design & Systems: End-to-End Product Design · Service Design · Design Systems

Research & Innovation: Mixed-Methods Research · Customer Journey Mapping · AI-Enabled Product Experiences

EDUCATION

Stanford Ignite

Innovation & Entrepreneurship · Stanford GSB · 2018

M.S. Industrial Engineering (HCI Specialization)

Clemson University · 2005 – 2007

B.E. Mechanical Engineering

Anna University · 2001 – 2005