Hari Murugan

Product Designer

hariamogh.com ↗

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Los Angeles, CA

Vibe Projects ↗

HowsWeather

Layer Auditor

CrossFit supply

Got Dibs

Experience

Senior Product Designer @ Gen (NortonLifeLock)

October 2021 - Present

Privacy Monitor: Led end-to-end to identify engagement drop-off and redesigned reactivation email, boosting open rate by **75%** and increasing clicks from 2.5% to **22%**.

DWM Microsite: Redesigned dark web monitor microsite to help customers navigate breach response steps, driving 70K+ monthly visits from users aged 40-60.

Private Email: Led 0→1 design and strategy for a feature enabling users to generate masked email addresses. Defined core features and UX, contributing to **1M+** email masks created and a **25%** revenue lift for AntiTrack.

AntiTrack: Solved onboarding friction and product gaps by designing a feature tour to reduce subscription cancellations. Improved cross-sell flow to lower churn. Received a **3.5/5** PCMag rating. Currently leading white-label design migration for Avast and AVG.

UX Assistant @ DePaul

February 2020 - June 2021

Redesigned the HR website with a focus on usability. Conducted heuristic evaluation to restructure information architecture, reducing bounce rate by **36%**. Designed and launched a Job Search page that attracted **700+** unique views in 3 weeks.

Lead Product Designer @ PipeCandy

April 2018 - July 2019

Led product design and branding for business intelligence tools aimed at helping companies identify and convert high-fit prospects

Product Designer @ Zoho

October 2016 - April 2018

Conceptualized Zoho Marketplace to 20 million users. Collaborated with various businesses to design plugins for Zoho CRM and Zoho Desk.

Education

M.S. Human Computer-Interaction

DePaul University, September 2019 - June 2021

Chicago, USA

B.Tech Computer Science Engineering

SASTRA University, July 2012 - June 2016

Thanjavur, India