

Vishal (Viken) Govinden

Strategic Product Leader | Complex Systems Architect & Accelerator

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I specialise in accelerating complex, time-vital systems—leveraging 12+ years of experience to deliver in weeks what is new or what has previously stagnated for years. My approach is rooted in "Quiet Design": a philosophy of absorbing technical complexity into the backend to create invisible, high-impact interfaces. By acting as a Strategic Architect, I identify foundational flaws in the "original blueprint"—performing the surgical adjustments that resolve legacy friction and drive 40% revenue growth.

This impact is powered by the Universal Acceleration Formula $[T = K / (H \times A \times E)]$: a fractal methodology that builds modular, "Built-to-be-Redundant" frameworks. By mastering AI as a transparent guardrail (RAG/Confidence Scoring), I architect self-sustaining ecosystems that empower teams to innovate at pace. I don't just solve the immediate bottleneck; I build the structural DNA that ensures long-term scalability, allowing the business to focus on its next strategic horizon with absolute confidence.

Strategic Product Leader

12+ years transforming legacy systems into high-performing SaaS platforms

Proven Impact:

- 40% revenue growth through strategic platform transformation
- 80%+ user onboarding success • 60% development time reduction
- 73% cost reduction via AI workflow optimisation • 10% operational cost reduction

Methodology: Systems Architect Approach - diagnosing bottlenecks and rebuilding architecture through strategic automation, modular frameworks and AI integration.

Core Expertise:

Strategic: Jobs-to-be-Done (JTBD) | Value Proposition | Design Ops | AI/ML Strategy

Technical: Enterprise SaaS | RAG Architecture | API Integration | Headless Systems

Design: Modular Systems | Accessibility (WCAG) | Cross-functional Leadership | 0-1 Growth

Principal Product Strategist | AI Diagnostic Platform

Automotive E-commerce (Family Venture) | Feb 2024 – Jun 2025

Challenge: 28% product return rate from incorrect part identification

Impact: 73% reduction in returns | 10% operational cost reduction | 60% faster time-to-market

- Designed hybrid AI architecture with confidence scoring preventing low-confidence purchases
- Implemented RAG system preventing AI hallucination through curated knowledge base
- Led platform evaluation choosing Joomla extension saving 6 months development time

Principal Product Strategist & Architect | Complex Community & Education Framework

Strategic R&D | Feb 2025 – Present

Challenge: 2-years of accessibility plateau with 10,000+ pages of unstructured theological content causing high cognitive load and user abandonment across diverse technical literacy levels.

Impact: Reduced "Time-to-Clarity" from years to 7 minutes | Breakthrough engagement within 12 hours | Expert recognition for "clarity and rigour" | Functional MVP and mobile PoC delivered in months.

- Orchestrated full 0-1 development as a solo lead by treating AI as a distributed team
- Architected a modular 3-pillar system and 7-phase journey to eliminate user overwhelm
- Engineered a JSON-based RAG engine for grounded AI across 4 demographic segments
- Applied JTBD to transform complex datasets into intuitive, goal-oriented user journeys
- Managed full product lifecycle from strategy to AI-powered mobile PoC in months
- Harmonised disparate data into a single-source-of-truth semantic architecture

Lead Product Designer & Technical Architect

Cintra HR & Payroll Services | Sep 2022 – Feb 2024

Transformation Impact:

- 40% revenue growth • 11 days → 2 days payroll processing
- 20+ clicks → 2 clicks for critical journeys • Company's first efficiency award (2024)

Key Achievements:

- Solved 8-10 week engineering challenge in 2 days (Rehire Feature using AJAX validation)
- Built design system so robust role remained unfilled 1+ year post-departure
- Integrated JavaScript grid library vs. 6-month custom build achieving 100% user adoption
- Designed AI Payroll Forecasting tool with natural language explanations

Senior Product Designer

Kinetic Solutions | Dec 2021 – Aug 2022

Migrated fragmented legacy desktop applications to unified cloud SaaS for Higher Education

- 80%+ successful onboarding • 50% reduction in delivery times • 30% fewer support tickets

Freelance Digital Product Designer

EV Design Solutions | Jul 2012 – Dec 2021

- Delivered 0-1 products and strategic pivots for individuals, startups, and SMEs
- Collaborated on delivering **Havas Sports & Entertainment** UI/UX for multi-lingual platforms
- Achieved runner-up in **Shell Group** competitive bid via high-impact Value Proposition design
- Leveraged 9 years of cross-industry insights to drive client revenue and market positioning
- Managed end-to-end delivery from initial BMC strategy to final production-ready assets

Department (Design & Development) Manager / Co-Creative Director

Consider This Ltd - Marketing Agency | Sep 2013 – Feb 2020

Led strategic shift from print to digital agency driving 300% revenue growth

- Developed performing arts auditioning system attracting seven-figure acquisition offer
- Delivered 150+ websites, 30+ web apps, 60+ branding projects
- Created design framework reducing development time 70%

Education

BA (Hons) Graphics & Media Design, University of the Arts London | 2008-2012

Technical Skills

Design Tools: Figma • Miro • Balsamiq • Affinity Suite • Rapid Hand-Sketching & Ideation

Methodology: Design Ops • Modular Systems • WCAG Accessibility • Cross-functional Leadership

Architecture: Headless/Decoupled Systems • CMS (Joomla/WP/Magento) • API-First Strategy

Analytics: Heap • Hotjar • Google Analytics • User Testing • Data-Driven Strategy