Vineel Chandra Macchagiri

Design Thinker | Perfectionism Enthusiast

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Good design doesn't decorate complexity. It makes complexity disappear.

My work has moved through global health, enterprise software, AI-enabled products, immersive learning, regulated workflows, brands and independent ventures. The industries change. The challenge usually does not: something complicated needs to become understandable.

I work between research, product thinking, experience architecture and execution - understanding why something exists before deciding what it should become, then carrying that thinking through flows, prototypes, interfaces, systems and implementation.

EXPERIENCE · THE WORK, SO FAR

Independent Design Practice

Feb 2026 - Present
India / Remote

Independent Product & Experience Designer

Returned to independent practice after years inside product organisations, working directly with founders and businesses across technology, consumer products, real estate and emerging ventures. Engagements range from product discovery and experience architecture to service design, digital systems, brand identity, marketing strategy and close collaboration with development teams.

For AveumX, Terraxa Environments and Athene Constructions, the work extended beyond interfaces into service design and business planning: mapping how the service should operate, where value is created, how customers move through it, and how the business could reach viable returns with lean investment, practical operating models and risk-reduction strategies.

The work is deliberately hands-on - shaping ideas that are still evolving, giving structure to ambiguous requirements, and moving them toward experiences, services and businesses that can be tested, built and communicated with clarity.

AveumX Inc. · Atlanta, GA	Service design, product strategy and digital experience · 2026
VenAya Farms · Wingate, NC	Brand, digital experience and marketing strategy · 2026
Terraxa Environments · India	Service design, business strategy and digital experience · 2026
SKAL Beer · India	Brand identity, packaging and product communication · 2026
Athene Constructions · Tamil Nadu	Service design, business strategy and digital experience · 2025

The Thinkers Lab

Sep 2024 - Feb 2026
Dubai, UAE

Manager - Product Design

PRODUCT DESIGN & DELIVERY

Managed product design across internal products, client engagements and digital initiatives, working across product strategy, experience architecture, visual systems and delivery with distributed design, product and engineering teams.

THINKLY STUDIO

Designed Thinkly Studio end-to-end - shaping the product concept, information architecture, user journeys, interaction model, interface language and the relationship between product experience and brand. Worked closely with technical teams to carry the experience from concept into implementation.

EMERGING TECHNOLOGY

Worked on Gen-AI-based in-house products, translating emerging technical capabilities into understandable workflows and usable experiences while maintaining continuity between product intent, interface quality and technical feasibility.

EXPERIENCE · 2020 - 2024

World Health Organization

Product Design Lead · Lyon & Geneva · March 2020 - July 2024

Worked across product design, experience strategy, design systems and digital governance for WHO Academy and related initiatives. The role moved between hands-on product design and system-level thinking: defining how experiences worked, how teams produced them, and how consistency, accessibility and trust could survive at organisational scale. The portfolio extended beyond the Academy and COVID-19 response, with contributions to additional WHO initiatives including MCM, PRSEAH and other programme work.

DESIGN SYSTEMS & GOVERNANCE

WHO Academy Design System

Led the design of the WHO Academy Design System, establishing a shared visual and interaction language for a growing digital-learning ecosystem. The work extended beyond a component library into interaction patterns, reusable foundations, documentation, accessibility considerations and the governance needed for multidisciplinary teams to design and build within a common system.

The intent was not to make every product look identical, but to create enough structure for teams to work consistently while allowing individual learning experiences to evolve.

Design Systems · Design Governance · Accessibility · Component Patterns · Product Design · Cross-functional Collaboration

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LEARNING EXPERIENCE & IMMERSIVE TECHNOLOGY

WHO Academy Learning Experience Platform

Worked on the experience architecture of WHO Academy's learning platform, combining machine-learning-enabled experiences with conventional digital learning, mixed reality, augmented reality and virtual reality.

The challenge was broader than designing screens. It required structuring journeys that could move between web-based learning and immersive environments while preserving continuity, accessibility and comprehension for healthcare professionals with different roles, contexts and levels of digital familiarity.

Experience Architecture · Machine Learning · Mixed Reality · Augmented Reality · Virtual Reality · Learning Experience Design · Information Architecture

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RAPID RESEARCH & PROTOTYPING

WHO COVID-19 App

Worked within a rapidly evolving public-health context where both the information and the problem space were changing quickly. Used rapid, proxy-led research and accelerated product-definition methods to establish user needs, information priorities and critical journeys without waiting for a conventional long-form research cycle.

Produced a working rapid prototype within 72 hours, using it to communicate, test and refine the product direction. The experience focused on clarity, trust, information hierarchy and helping people act on complex health guidance without being overwhelmed by it.

Rapid Prototyping · UX Research · Information Architecture · Public Health · Usability · Product Discovery · Interaction Design

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DIGITAL GOVERNANCE & ORGANISATIONAL DESIGN

Beyond individual products

Contributed to the Digital Governance Collaborative and supported work around WHO and UN design and production guidance and standards. Alongside product delivery, participated in strategy and planning around production processes, working environments, team structures and delivery practices for multidisciplinary initiatives.

Collaborated with product, engineering, content, learning, research and organisational stakeholders from early requirements and concepts through prototyping, validation and production.

Digital Governance · Design Standards · Product Strategy · Stakeholder Management · Agile Product Development · Design Operations

RIG Enterprise Applications

Mar 2017 - Aug 2019
Hyderabad, India

User Experience Architect

ENTERPRISE & CONSUMER PRODUCT DESIGN

Designed enterprise and consumer products across recruitment, healthcare, payment systems, ecommerce and operational software. Delivered experience architecture and UX/UI design across more than ten B2B and B2C products, moving between research, workflows, information architecture, wireframes, prototypes, interface systems and development support.

Worked directly with business stakeholders, global clients and engineering teams through discovery workshops, stakeholder interviews, ideation sessions and product-definition exercises, translating operational complexity into digital experiences that were easier to navigate and build.

ONBLICK · RECRUITMENT & WORKFORCE COMPLIANCE PRODUCT

Turning a recruitment platform into a more complete operational product

OnBlick was a key recruitment product within RIG Enterprise Applications. Worked on digitising recruitment and consulting workflows and on the experience architecture behind tools that connected recruiting, workforce operations and compliance.

For the I-9 Compliance Module, worked with attorneys and operational stakeholders around USCIS and DHS requirements, conducting research workshops and translating regulatory complexity into a structured digital workflow. Developed the core product logic in 2017; that fundamental logic remains in use and supports more than 600 clients across the United States.

Recruitment Technology · Enterprise UX · I-9 Compliance · USCIS · DHS · Workflow Design · Information Architecture · Regulatory Product Design

The Egghead Creative

Jul 2015 - Jan 2017
Hyderabad, India

UX/UI Designer → Lead UX/UI Designer

Joined as a UX/UI Designer and was promoted to Lead UX/UI Designer within the first year, taking responsibility for a team of four while remaining hands-on across product interfaces, responsive websites and brand-led digital experiences.

PRODUCT SYSTEMS & LONG-LIVED WORK

Worked on the end-to-end hospital management system for Subha Cancer Care, covering the experience across core operational workflows. The system remains operational roughly a decade later - an early lesson in designing products that must survive changing teams, technology and day-to-day use.

Selected client work also spanned banking systems, a real-estate aggregator, and beauty and cosmetics brands, moving between enterprise workflows, customer-facing products and digital brand experiences.

BUILT FOR FREE

Orchestrated the biannual Built for Free initiative, overseeing the concept, branding, promotions, event experience and design of selected products. It brought product design, storytelling and community participation into the same programme.

PAIR-UP & STARTUP TALKIES

Created and organised Pair-Up as a series of workshops and collaborations: developing the identity and promotions, bringing people and partners together, and using the programme to build an audience and generate crowdfunding support for Startup Talkies.

JVPM Web Solutions

2013 - 2015
Hyderabad, India

UX/UI Design Intern

Worked on web and interface-design projects while completing a Bachelor's degree in Computer Science & Engineering, building an early bridge between design thinking and technical implementation.

CENTRALISED CAMPUS MANAGEMENT

Worked on a centralised enterprise-management system for my college, bringing attendance, library operations, transportation, examinations and result distribution into one connected administrative experience. The project exposed me early to complex workflows, multiple user groups and the challenge of designing one system around many institutional processes.

PRACTICE · EDUCATION · PERSONAL

The work evolves.
So should the way we think.

Tools change quickly. The useful part is knowing how to understand a problem, structure it, make something tangible, test it, and keep enough technical fluency to work closely with the people building it.

SKILLS & CAPABILITIES

UNDERSTAND

User Research · Stakeholder Interviews · Discovery Workshops · Focus Groups · Competitive Analysis · Product Discovery

STRUCTURE

Information Architecture · Journey Mapping · User Flows · Experience Architecture · Service Design · Service Blueprints · Product Strategy · Business Model Design · Enterprise UX

MAKE

Interaction Design · Wireframing · Prototyping · Design Systems · Interface Design · Visual Systems · Responsive Experiences

TECHNOLOGY & DELIVERY

AI-enabled Products · Machine Learning Experiences · Mixed Reality · AR/VR · HTML5 · CSS3 · JavaScript · React · Node.js · Vite · PHP · Agile Product Development

EDUCATION

MA, Design Strategy & Innovation
Brunel University London · Merit · 2021

B.Tech, Computer Science & Engineering
Jawaharlal Nehru Technological University, Hyderabad · First Class · 2015

CERTIFICATIONS

Certified Scrum Product Owner®
Scrum Alliance · 2022

Certified Usability Analyst®
Human Factors International · 2018

Microsoft Technology Associate
Microsoft · 2015

PERSONAL INTERESTS

Candid photography keeps me observant. **Continental cooking** keeps me precise. I enjoy **spirits** and **world cinema**, and I am a **silver-medal freestyle swimmer**.

Curious enough to keep learning.
Particular enough to keep refining.