

VIGGY MADHAV

DESIGN & PRODUCT LEADER

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Craft-led organizational leader who turns emerging technology into products, systems, and high-performing teams. Brings product manager range across strategy, customer discovery, prioritization, roadmap shaping, and execution while staying close to interaction quality, technical constraints, and the work itself.

LEADERSHIP EXPERIENCE

Adobe Firefly Enterprise | Director of Product Design 2025–Present

- Lead product design for enterprise AI offerings including Firefly Creative Production and Adobe Brand Intelligence, spanning problem framing, product strategy, interaction architecture, and launch.
- Built a craft-and-ownership culture in which designers contribute production code, partner on component architecture, and close the gap between product intent and shipped quality; the model became an internal example at Adobe AI Day.
- Created a 140+ element brand taxonomy to make a novel ML problem legible, align design and research priorities, and shape the roadmap for scalable brand-aware generation.

Adobe Express & GenStudio | Principal Designer 2021–2025

- Operated across design, product, and engineering to shape strategy and end-to-end experiences for creative and enterprise workflows, translating ambiguous opportunities into product direction and executable systems.

Amplitude | Principal Designer 2020–2021

- Partnered with design leadership to scale the organization, strengthen craft practices, mentor designers, and drive the vision for a new product from early definition toward launch.

Adobe XD | Senior Manager, Product Design 2018–2020

- Helped set and prioritize the roadmap with executive leadership; grew and mentored a global team of 20+ designers and directed defining features including Overlays, Auto-Animate, and Content-Aware Layout.

Adobe Document Cloud | Design Lead 2012–2017

- Helped evolve a boxed product into a cloud subscription platform, partnering cross-functionally on machine-learning-powered experiences including Liquid Mode.

EDUCATION & ADDITIONAL LEADERSHIP

M.S., Human-Computer Interaction — Indiana University Bloomington

B.E., Computer Science — Amrita School of Engineering

Speaking: Adobe AI Day (2026), WGSN Podcast (2026), Adobe MAX (2025)

Patents: 5 issued design and utility patents

Leadership range: Product strategy • Customer discovery • Roadmap shaping • Organizational design • Design systems • AI/ML products • Prototyping • Design-to-code