Smithin Mani Shyamala

Senior Product Designer

Senior Product Designer with over 16 years of experience designing user-centered solutions across B2C, B2B, SaaS, e-commerce, aviation and immigration platforms. Proven track record of delivering impactful digital experiences for global brands such as Nivea, Pepsi, McDonald's, and Emirates.

EXPERIENCE

Senior Product Designer (Remote)

Coleague Solutions | January 2024 - August 2024 (*Bangalore - India*)

Coleague Solutions is a Bangalore-based B2B software development firm specializing in enterprise applications and web solutions.

- Led the end-to-end UX/UI design for onboarding systems, resulting in a 27% increase in user activation rates through frictionless design and improved user flows.
- Conducted user research, stakeholder interviews, and usability testing, which decreased onboarding workflow friction by 31%.
- Designed responsive web and mobile applications that comply with WCAG 2.2 AA standards, enhancing accessibility and user experience across platforms.
- Developed scalable design systems and interactive prototypes using Figma, reducing visual and functional inconsistencies by 31%.
- Collaborated closely with product managers, developers, and the CTO to enhance product features and achieve business goals.
- Streamlined the design-to-code handoff in partnership with developers, accelerating product release cycles by 18%.
- Managed and mentored junior designers and developers by providing constructive feedback and guidance on best practices.

Senior Product Designer (Remote)

Software Pundits | November 2019 - December 2023 (Bangalore - India)

Software Pundits is a Bangalore-based B2B software development firm specializing in enterprise applications and web solutions.

- Designed and implemented UX flows and UI components for complex enterprise applications, enhancing consistency by 21%.
- Created high-fidelity prototypes and interactive wireframes, improving stakeholder alignment and user retention by 17%.
- Led heuristic evaluations and A/B testing to refine onboarding experiences, driving a 23% reduction in drop-offs.
- Developed and maintained design systems for web and mobile, ensuring scalability across multiple products.
- Conducted stakeholder walkthroughs, bridging the gap between business objectives and user needs.
- Responsible for all products and UX decisions for solutions that have helped to grow the customer base by 199%.

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Portfolio Linkedin

SKILLS

DESIGN & IDEATION:

- · Wireframing & Prototyping
- Design Systems & Style Guides
- Responsive & Mobile-First Design (iOS, Android, Web)
- Product Design & Interaction Design, UX Design
- Visual Design, User-Centric Design, User Requirements
- Rapid Prototyping & Design Thinking
- Design Strategy & Storytelling
- User Interface Design & Experience Design, UI/UX

USER RESEARCH & VALIDATION:

- Quantitative & Qualitative User Research
- Usability Testing & A/B Testing
- Personas & Empathy Mapping
- User Experience & Sprint
- Stakeholder Interviews & Validate, Sprint Planning, User Requirements, Market Research
- Surveys, Vision, Product Vision, Roadmap, Customer Success

PROTOTYPING & TOOLS:

- Figma, Sketch, InVision,
- Adobe Illustrator, Adobe XD
- Adobe Creative Cloud, Adobe Illustrator, Photoshop
- Miro, Hotjar, Maze, ChatGPT
- Jira, Confluence

DEVELOPMENT & HANDOFF

- HTML, CSS, CSS3, Bootstrap
- Basic JavaScript
- Mobile App, Communication Skills, Startup, SaaS, Frontend, Communication Skills
- Cross-Functional Collaboration with Front-End Teams,
 Feedback, Collaborate,
 Fast-Paced

Senior UX/UI Designer

Optimum Media Direction | June 2016 - November 2016 (*Dubai - Media City*)

OMD is the world's largest B2B media network, specializing in communications strategy, media planning and buying, branded content, and data analytics.

- Designed and implemented responsive UI for Fortune 500 brands, including Pepsi and McDonald's, ensuring consistency across digital campaigns.
- Enhanced internal design systems and integrated innovative UI patterns, increasing usability by 41%.

Senior Full Stack Designer and Developer (Team Lead)

Firefly FZ | November 2015 - May 2016

(Dubai - Media City)

Firefly is a dubai based B2B software development firm specializing in enterprise applications and web solutions.

- Led UI design projects for international clients, combining creative strategy with hands-on design execution.
- Mentored junior designers, fostering team growth and continuous learning.
- Increased user satisfaction by 13% and perceived findability of information by 7% with the redesigned 'AL HILAL' bank website.

Senior Full Stack Designer and Developer (Team Lead)

Luminescent Software | May 2014 - July 2015

(Trivandrum - India)

Luminescent is an India based B2B software development firm specializing in enterprise applications and web solutions.

- Led UX/UI design initiatives and provided technical leadership on multi-project pipelines.
- Managed and mentored junior designers and developers by providing constructive feedback on their work and offering guidance on best practices.

Senior Full Stack Designer and Developer

Reflections Info Systems | July 2013 - April 2014

(Trivandrum - India)

Reflections is an India-based B2B software development firm specializing in enterprise applications and web solutions.

- Enhanced internal design systems and integrated innovative UI patterns, increasing usability by 41%.
- Worked with US-based clients, achieving an 81% improvement in client satisfaction scores.

Senior UI Specialist

Rain Concert | July 2012 - July 2013

Senior UI Designer

Enigma Solutions | July 2009 - January 2012

LANGUAGES

English (fluent), Malayalam (Native), German (A1)

PROJECT

E-commerce Website — *Jivada*

Company Website — Software Pundits

Holiday Travel Plan Website — AFC Holidays

Hotel Website — Pullman Hotel

EDUCATION

BACHELOR OF SCIENCE (MULTIMEDIA) — SIKKIM MANIPAL UNIVERSITY (INDIA)

ARENA MULTIMEDIA
SPECIALIST —
ARENA MULTIMEDIA (INDIA)
Certification (2004)