

Smithin Mani Shyamala

Senior Product Designer · UX Strategy · Design Systems

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PROFILE

Vision-driven Senior Product Designer with 13+ years of experience shaping digital products across B2B SaaS, enterprise, and e-commerce platforms in India, Dubai, and Germany. Adept at aligning user experience with business strategy to improve activation, retention, and operational efficiency. Experienced in leading end-to-end product design, building scalable design systems, and collaborating across cross-functional teams. Known for bringing structure to complex systems and elevating UX into a measurable product and business driver.

CORE COMPETENCIES

Product Strategy: UX strategy, product discovery, MVP definition, product-market fit, roadmap alignment

Design Leadership: Stakeholder management, cross-functional collaboration, mentoring, design reviews

UX Research: User interviews, usability testing, A/B testing, heuristic evaluation

Design Systems: Scalable components, design tokens, WCAG 2.2 AA accessibility, responsive frameworks

Execution: Wireframing, prototyping, agile delivery, Figma, developer handoff

PROFESSIONAL EXPERIENCE

Senior Product Designer (Freelance) | **Independent — Germany (Remote)** Oct 2024 – Present · Stuttgart, DE

- Delivered UX/UI solutions for two early-stage SaaS startups: redesigned onboarding flow for a B2B project-management tool, reducing drop-off by 22%; rebuilt component library for an e-commerce client improving design-to-dev handoff speed by 35%.
- Conducted UX audits and conversion-flow improvements across web and mobile platforms.
- Delivered rapid prototypes, design systems, and MVP-ready interfaces for product and engineering teams.

Senior Product Designer | **Coleague Solutions** Jan 2024 – Aug 2024 · Bangalore, India (Remote)

- Led end-to-end UX strategy for onboarding systems, increasing user activation by 27%.
- Reduced onboarding workflow friction by 31% through user research, stakeholder interviews, and usability testing.
- Built scalable design systems in Figma, reducing visual and functional inconsistencies by 31%.
- Improved design-to-development workflows, accelerating release cycles by 18%.
- Collaborated with product managers, engineers, and CTO to align UX decisions with business goals.
- Mentored junior designers and established team-wide design quality standards.

Senior Product Designer | **Software Pundits** Nov 2019 – Dec 2023 · Bangalore, India (Remote)

- Designed UX flows and UI systems for complex enterprise applications, improving consistency by 21%.
- Increased user retention by 17% through high-fidelity prototyping and targeted usability improvements.
- Reduced onboarding drop-offs by 23% using A/B testing and qualitative research insights.
- Responsible for all UX decisions that contributed to 199% customer base growth over four years.
- Designed responsive web and mobile applications compliant with WCAG 2.2 AA standards.

Senior UX/UI Designer | **Optimum Media Direction (OMD)** Jun 2016 – Nov 2016 · Dubai Media City

- Designed responsive UI for global Fortune 500 brands including Pepsi, Nivea, and McDonald's.
- Enhanced internal design systems and integrated new UI patterns, increasing usability by 41%.
- Reduced onboarding drop-offs by 32% using A/B testing and research-driven iteration.

Senior UI Lead | Firefly FZ

Nov 2015 – May 2016 · Dubai Media City

- Led UI design for international clients, combining creative strategy with hands-on execution.
- Increased user satisfaction by 13% and information findability by 7% on the Al Hilal Bank website redesign.
- Mentored junior designers, improving team output quality and design review standards.

EARLIER EXPERIENCE

Senior Full Stack Designer & Developer (Team Lead) · Luminescent Software, Trivandrum

May 2014 – Jul 2015 · Led UX/UI initiatives across multiple project pipelines; provided technical leadership and mentored designers and developers.

Senior Full Stack Designer & Developer · Reflections Info Systems, Trivandrum

Jul 2013 – Apr 2014 · Delivered UX/UI solutions and supported development pipelines for enterprise clients.

Senior UI Specialist · Rain Concert, Trivandrum

Jul 2012 – Jul 2013 · Led UI design and improved usability across client projects.

Senior UI Designer · Enigma Solutions, Trivandrum

Jul 2009 – Jan 2012 · Delivered UI/UX solutions for multiple client projects across web and digital platforms.

TOOLS & TECHNOLOGIES

Design: Figma, Sketch, Adobe Creative Cloud (Illustrator, Photoshop, XD), InVision

Research: Hotjar, Miro, Maze, usability testing, heuristic evaluation

AI-assisted: Midjourney, ChatGPT, Claude — used for design ideation and workflow acceleration

Handoff & Dev: HTML, CSS, Basic JavaScript, Jira, Confluence, Trello

EDUCATION

Bachelor of Science (Multimedia) · Sikkim Manipal University, India

Arena Multimedia Specialist · Arena Multimedia, India (2004)

CERTIFICATIONS

Design Strategy Course · CraftedUX

Using AI Tools for UX Design · Arena Multimedia, India

LANGUAGES

English — Fluent (professional) | **German** — B1, actively improving toward B2 | **Malayalam** — Native