

Smithin Mani Shyamala

Senior Product Designer · UX Strategy · Design Systems

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EU work-authorized · No visa sponsorship required · German B1 (actively improving)

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 · Responsive frameworks
Execution	Wireframing · Prototyping · Agile delivery · Figma · Developer handoff

Professional Experience

Oct 2024 – Present

Senior Product Designer (Freelance) · Independent — Remote

Stuttgart, Germany

- 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.
- Integrated AI-assisted workflows into design system practice (Claude, Lovable, design-token-to-code pipelines), reducing documentation time by ~40%.

Jan 2024 – Aug 2024

Senior Product Designer · Coleague Solutions

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.
- Defined design system governance strategy — component ownership, versioning rules, and contribution guidelines — reducing visual and functional inconsistencies by 31%.
- Improved design-to-development workflows, accelerating release cycles by 18%.
- Mentored junior designers and established team-wide design quality standards.

Nov 2019 – Dec 2023

Senior Product Designer · Software Pundits

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 UX decisions contributing to 199% customer base growth over four years.
- Designed responsive web and mobile applications compliant with WCAG 2.2 AA standards.

Jun 2016 – Nov
2016

Senior UX/UI Designer · Optimum Media Direction (OMD)

Dubai Media City, UAE

- 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.

Nov 2015 – May
2016

Senior UI Lead · Firefly FZ

Dubai Media City, UAE

- 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

May 2014 – Jul
2015

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

Trivandrum, India

- Led UX/UI initiatives across multiple project pipelines; provided technical leadership and mentored designers and developers.

Jul 2013 – Apr
2014

Senior Full Stack Designer & Developer · Reflections Info Systems

Trivandrum, India

- Delivered UX/UI solutions and supported development pipelines for enterprise clients.

Jul 2012 – Jul
2013

Senior UI Specialist · Rain Concert

Trivandrum, India

- Led UI design and improved usability across client projects.

Jul 2009 – Jan
2012

Senior UI Designer · Enigma Solutions

Trivandrum, India

- Delivered UI/UX solutions for multiple client projects across web and digital platforms.

Education

2009

Bachelor of Science — Multimedia

Sikkim Manipal University, India

2004

Arena Multimedia Specialist

Arena Multimedia, India

Certifications

2024 Design Strategy Course · CraftedUX
2024 Using AI Tools for UX Design · Arena Multimedia

Tools & Technologies

Design Figma · Sketch · Adobe XD · Illustrator · Photoshop · InVision
Research Hotjar · Miro · Maze · Usability testing · Heuristic evaluation
AI-assisted Claude · Midjourney · ChatGPT · Lovable · Design-token-to-code pipelines
Handoff & Dev HTML · CSS · Basic JavaScript · Jira · Confluence · Trello

Languages

English **Fluent (C1/C2)** — Professional working proficiency
German **B1 (actively improving)** — Conversational; advancing toward B2
Malayalam **Native (C2)**

Interests

Creative **Photography** — Digital and analogue photography, portrait and architecture
Media **Videography** — Concept, shoot and edit of short films and documentaries

Portfolio: smithinms.eu · LinkedIn: linkedin.com/in/smithinms · EU work-authorised — no visa sponsorship required