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Shivam Patsariya

Product Designer

With 8+ years of experience designing digital products across **telecom, e-commerce, SaaS, and advertising**, I specialize in transforming complex problems into **intuitive, high-impact experiences**. I bridge business and user needs through **design systems, motion, and product strategy**, delivering measurable outcomes across mobile and web.

EXPERIENCE

Product Design Lead

December 2021 - Present

Virgin Plus

Led the end-to-end redesign of the **MyBenefits mobile app** used by **2M+ active users**, collaborating with PMs and engineers across iOS, Android, and web.

- **Reimagined the app experience** to solve critical **usability and accessibility issues**, increasing App Store rating from **1.3★ to 4.5★**.
- Designed **"GetOnThis" event ticket redemption flow**, eliminating 3rd-party redirects and keeping users in-app — improving conversion and event access speed.
- Launched a **gamified rewards experience**, increasing feature engagement by **75% and boosting average session time by 55%**.
- Rolled out a **full UI/UX overhaul** aligned with new brand identity, improving user **retention and satisfaction**

Sr. Analyst - Visual Design

December 2021 - December 2023

Accenture

Delivered high-impact visual content for internal teams and **government clients in the US and India**, aligned with learning and communication goals.

- Designed **learning content, explainer videos, emailers, and digital creatives** for multiple L&D and training initiatives.
- Collaborated with **team leads and external stakeholders** to understand requirements and deliver on-brand, timely creative solutions.
- Improved **turnaround time by 20%** through efficient stakeholder communication and design iteration.
- Maintained consistent visual quality across formats including motion graphics, interactive media, and presentations.

Senior Graphics Designer

November 2021 - November 2023

Media.net

Produced high-volume, multi-format marketing creatives to support global ad campaigns, product launches, and app visibility.

- Designed **emailers, ad banners, app UI mockups, Play Store/App Store assets**, and high-conversion **animated ad videos**.
- Introduced **component-based ad creative library**, enabling scalable production across **multiple dimensions and resolutions**.
- Implemented **email templating system** for faster creative delivery, reducing turnaround time by over **30%**.
- Collaborated with **BDMs, analysts, PMs, and devs** to ensure alignment on performance goals and cross-platform delivery.
- Led **A/B testing** initiatives that boosted creative performance and contributed to a **33% increase in user reach** and direct **revenue growth**.
- Pioneered the use of animated ads, accelerating production cycles and campaign deployment.

Product Designer

June 2020 - September 2021

Flipkart (A Walmart Group Company)

Led the **UX and visual design** for multiple high-impact Flipkart initiatives including **India's first social commerce app**, reaching **millions of users**.

- Designed end-to-end interfaces for 2Gud Social Commerce and Shopsy, enabling users to shop directly from video content, merging entertainment with e-commerce.
- Shaped the experience for **reseller-driven social commerce** through Shopsy, streamlining discovery, carting, and earning workflows.
- Delivered **marketing assets** for SuperCoin, 2Gud, and Shopsy including **push notifications, emailers, ad creatives, and promotional videos**.
- Collaborated with **merchandisers, business analysts, and devs** to iterate rapidly and align with business growth targets.
- Contributed to the launch of **Flipkart's AI assistant "Flippi"**, designing **onboarding flows, micro-interactions, and animations** for intuitive guidance.
- Achieved **89% app engagement rate** and drove app ratings to **4.7★** through polished UX and high-performance design.

Customer Experience Lead

April 2019 - June 2020

NextGen Invent Corporation

Led design initiatives to enhance client-facing websites and internal tools, focusing on usability, accessibility, and visual appeal.

- Designed **social media creatives, promotional videos**, and brand assets to support marketing campaigns and client acquisition.
- **Redesigned client websites and apps**, resolving major **usability and accessibility** issues to improve engagement and user satisfaction.
- Collaborated closely with **developers and PMs** to execute seamless handoffs and align design with product functionality.
- Contributed to improved **site rankings and user reach** through design-driven enhancements across multiple client platforms.

Creative Director

February 2018 - January 2019

OdinMo (Msewa Software Solutions)

Designed and launched **white-labeled mobile wallet and prepaid card apps** for national and global banks, enabling millions to access seamless financial services.

- Led end-to-end design for **mobile wallets** that allowed users to **send/receive money, pay bills, buy tickets**, and more — tailored for financial institutions and micro-finance clients.
- Developed the UX/UI for **India's first user-controlled prepaid card system**, enabling users to **load funds and manage cards directly via app or web**, secured with bank-level protocols.
- Partnered with **developers, testers, BDMs, and client stakeholders** to ensure regulatory and brand alignment.
- Boosted **app engagement time by 30%, resolved over 18+ broken flows**, and raised **app rating to 4.5★** through streamlined experience design.

Software Engineer

July 2016 - January 2018

Launchers World Software

Specialized in designing high-performance Android phone launchers, downloaded and loved by 20M+ users worldwide.

- Created and launched **20+ custom Android launchers**, each featuring unique UI concepts and personalized themes — consistently rated **4★+ on the Play Store**.
- Designed **Play Store assets**, including **feature graphics, banners, and videos**, that helped boost visibility and user acquisition.
- Developed and maintained **WordPress websites** to promote launcher products and support user engagement.
- Delivered polished UI design with a focus on **performance, personalization, and aesthetic consistency**.

EDUCATION

Graduate Certificate

GPA 3.5

Global Business Management

Sir Sandford Fleming College, Canada

Bachelors of Engineering

GPA 4

Computer Science Engineering

Jiwaji University

SKILLS

Design

User Experience, UI, Product thinking, Interaction design, Visual design, Motion Design, Prototyping, Wire framing, Design System, User Centric Design, User testing

Tools

Figma, Motiff, Framer, Principal, Invision, Illustrator, Photoshop, After Effects, Protopie, Adobe XD, Premiere Pro

Soft Skills

Design leadership, Managing cross-functional teams, Mentoring, Culture building