

HARISH D

Product Designer

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SUMMARY

Product Designer with **5+ years** shipping web and mobile products across marketplaces, creator platforms, SaaS, and e-commerce. Have taken **8+ products** from founder conversation to **launched** interface, including **two 0-to-1 consumer apps**. Strongest on early, ambiguous problems: scoping an **MVP** with founders, structuring information nobody has organised yet, and building the **design system** that keeps a product coherent as it grows. Recent impact includes a rental marketplace redesign that lifted **customer engagement 30%** and **vendor participation 25%**, and a **white-label template system** that let one design foundation power **multiple branded community apps**.

EXPERIENCE

Product Designer · What The F Studios Pvt Ltd

Apr 2025 – Present

Consumer product studio, small cross-functional team

Tiny Tails — 0-to-1 pet wellness and community mobile app

- Owned **end-to-end design** for a new consumer app helping pet owners track wellness, log walks, and connect with owners nearby — from **problem framing** through **launch** with cross-functional engineering team through **launch**.
- Designed the **gamification layer** (**achievements, streaks**, walk tracking) to attack the core failure mode of wellness apps, where users log once and never return; designed around **repeat engagement** rather than one-time logging.
- Ran **MVP scoping** with founders and cut non-essential features from v1, letting the team ship earlier and validate the **core habit loop** before investing in breadth.
- Built the app's **reusable component library** and interaction patterns, streamlining design-to-development handoff and keeping the interface consistent as features were added.

SettlinU — relocation platform for international students

- Restructured a sprawling library of relocation resources — housing, visas, events, community — into **task-based flows**, so a student landing in an unfamiliar country reaches the one answer they need instead of browsing a directory.
- Designed the **mobile-first information architecture** and navigation for the **MVP**; [X% task completion in usability testing / cut time to find accommodation information by X%].
- Established UX patterns flexible enough that the team added [X new resource categories] post-**launch** without a navigation redesign.

Product Designer · Rigi (Azalp Technologies Pvt Ltd)

Oct 2024 – Apr 2025

Creator monetisation platform, creator-focused platform

- Owned design for the **creator monetisation** surface — **memberships, events, feeds, jobs, offers** — consolidating scattered tools into one place creators earn from their audience; with a focus on increasing adoption of paid offerings.
- Designed a **white-label template system** so a new branded community app could **launch** by configuration rather than bespoke design, shortening per-client **launch** time and powering **multiple branded apps** from a single design foundation.
- Built the **shared component library** behind those templates, reducing duplicated design work across products and giving engineers one source of truth.

- Worked with product managers and engineers to sequence the roadmap against **creator earnings** impact rather than request volume, reframing feature priorities around **creator earnings**.

Senior UX/UI Designer • Digital Spike Technologies

Oct 2023 – Mar 2024

Pondy Rentals — unified rental marketplace for vehicles and stays

- Redesigned **search, filtering, and booking** for a marketplace that split vehicles and stays into separate journeys; merged them into one discovery experience and **increased customer engagement 30%**.
- Rebuilt vendor onboarding and asset management after identifying listing creation as the supply-side bottleneck; **vendor participation rose 25%**.
- Designed the **vendor management portal** for **inventory, availability, and order operations**, giving small operators one place to run the business and with a goal of reducing support requests.

Ezye — apparel e-commerce, web and mobile

- Redesigned **product discovery, navigation, and checkout** after **competitor analysis and usability testing** surfaced multiple friction points in the purchase path; with a clearer, lower-friction checkout.
- Simplified admin workflows for inventory, orders, and promotional campaigns, reducing manual effort for the operations team.

Senior UX/UI Designer • First Floor Infotech

Apr 2021 – Oct 2023

Adair — omnichannel commerce platform for retailers

- Designed **storefront customisation and theme management** so non-technical retailers could configure their own stores, removing developer dependency for routine setup tasks.
- Restructured admin workflows for product, order, and channel operations, cutting key workflows.

Jivini — pharmaceutical sales and distribution platform

- Designed **role-based experiences** for distributors, manufacturers, managers, and field reps — four users with conflicting needs on one platform — by mapping each role's **daily decisions** and building dashboards around those, rather than one generic view.
- Restructured information architecture for inventory, ordering, and reporting, with **clearer, role-based workflows**.

AI-ASSISTED DESIGN WORKFLOW

Use AI to compress the slow parts of the process, not to replace design judgment: Claude, ChatGPT, and Gemini for research synthesis, pain-point clustering, and competitive analysis; AI-drafted problem statements and edge cases before committing to a direction; Figma AI for in-canvas UI exploration and Magnific for icon, illustration, and imagery generation; AI-drafted component documentation for developer handoff. Shortened the path from discovery to first prototype by accelerating synthesis and exploration.

SKILLS

Product: Product Design, Product Strategy, End-to-End Product Design, 0-to-1 Product Design, MVP Scoping, Product Thinking

UX: UX Research, User Interviews, Usability Testing, Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping

UI and Systems: UI Design, Design Systems, Component Libraries, Responsive Web and Mobile Design, Accessibility

Collaboration: Cross-Functional Collaboration, Stakeholder Management, Developer Handoff, Agile

Tools: Figma, Figma AI, Framer, Claude, ChatGPT, Gemini, Magnific, Adobe Photoshop, Adobe Illustrator, Jira