

Maulashree Shanbhag · Product Designer

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PROFESSIONAL SUMMARY

AI-native Product Designer with 6+ years of experience shipping research-led, high-impact design across SaaS and consumer products. Specialise in product strategy, design systems, prototyping in code, and turning complex systems into scalable AI-accelerated experiences. **MDes, IIT Bombay (Silver Medalist)**. Founder of indie game and app studio Yarncat Ltd. (est. 2023) with titles on Playstore, App Store, and Steam

EDUCATION

- **MDes** (Interaction Design) + BDes from **Indian Institute of Technology, Bombay** • **Institute Silver Medalist** • Department **Rank 1** • CPI: **9.38** /10.00
- **All India Rank 1** in Undergraduate Common Entrance Examination in Design (UCEED) 2015, conducted by IIT
- **Published long paper** at INTERACT 2021 international conference on Human-Computer Interaction (accessibility focus, Fitts throughput for mobile)

WORK EXPERIENCE

Product Designer at Caribou - Rebank Technologies Limited (AI-powered SaaS startup for Transfer Pricing): Jul 2025 - present

- **Own end-to-end design process** from user research (UXR), product planning, wireframing, prototyping & user testing to developer hand-off.
- Designed the entire AI-native Onboarding flow, eliminating manual data entry, cutting down time to completion from **5 days → 30 minutes**.
- Built & maintain entire **Design System** code branch, design skills and markdown files for Claude and Cursor, design tokens, Figma libraries, processes for code-design parity, result: high-fidelity **prototyping in code** and **2x faster** handoff, **zero engineering overhead**.
- **Led design** for visualising complex organisation structures, reporting lines (+partnered HR integration) and production flows; empowering tax experts to review AI-led transfer pricing policy and present it to non-expert users through easy-to-understand dynamic, interactive data maps.
- Own roadmap and product strategy; contribute to prompt engineering, LLM-powered workflows, and stakeholder management across engineering, tax experts, and leadership; champion AI/ML-first approach from day one

Product Designer at HandsHQ Ltd. (Health & Safety SaaS for Risk Assessment & Training Management): Aug 2021 - Jun 2025

- **Drove research to production** in **20+ projects** including: partnering cross-platform integrations (Procore, iHasco); redesigning navigation and information architecture for project folder organisation (XFN with 7 engineers, PM, CSM; 90% users reported increased satisfaction - **user satisfaction rating 4.6** on 5)
- Designed from user research to deployment for features like Nearest Hospital Finder (**98% adoption**, used in **over 19,000** projects; using NHS and Google Maps APIs), AI-powered Toolbox Talks (**6000+** generated), Data Analytics Dashboard, Bulk Training Management (with 1 PM, 5 engineers)
- Implemented & maintained entire **Design System** effort including Figma libraries, processes for code-design parity, result: **20% faster** handoff

Product Designer at Upraised Pte. Ltd. (Mobile apps, website for testing & training Product Managers): Jul 2020 - Aug 2021

- First full-time designer at the early-stage startup; mentored 2 junior designers and established design system, style guides (still in use)
- Designed end to end user experiences from user flows, wireframes and UI mockups to build-ready high-fidelity prototypes for app and website
- Led design of website enabling **over 11000** internship applicants to register from colleges across India, while also catering to college placement cells and participating recruiters. Accompanied by mobile app (iOS & Android) for applicants to take a live online selection test.

Design Intern at Adobe Systems Pvt. Ltd.: May - Jul 2018

- Reviewed and redesigned onboarding for Acrobat DC; proposed design for incorporating Intelligent Assistance;
- Designed collaboration experience in PDFs and Document Cloud, won 2nd place in Document Cloud Hackathon (in a team of 3)

UX Design Intern at Siemens Technology & Services Pvt. Ltd.: May - Jun 2017

- Conducted UX research for trust in Human-Robot Interaction; designed experience for automating C-arm fluoroscopy in a human + IoT ecosystem

Founder at Yarncat (Indie game and app studio): May 2023 - present

- **Shipped** titles - indie game on Steam (PC, Console), mobile games and apps on Playstore (Android), and App Store (iOS). Own full product lifecycle.

PERSONAL PROJECTS

AlphaFit (App - Android, iOS) - AI-powered fitness app to create & track personalised workouts while boosting mental agility through word games. Ranked in **Top 30 out of over 3000 submissions for Google Gemini API Developer Competition**. 2024.

Rewardrobe (App - Android, iOS) - Sustainable AI stylist app maximising use of an existing wardrobe, to encourage mindful consumption. 2024.

Draguna Matata (Game) - Artist, Designer and Content Writer for Indie Puzzle game released on **Steam** in April 2025 for PC, Console

Game Prototypes - Strangeville, EveryWare is Fine, Agent 007, Dragon Scales, Watts Up, +10 others all available on maulashree.itch.io

Figma plugins - Built end-to-end 2 plugins; Paladin (colour & a11y, **published on Figma Community** 2026), Goldmine (XFN context-sharing)

Google I/O Code the Countdown - Featured at #9 in Google I/O 2026 code for countdown 3D print simulator built with Google AI Studio

SKILLS

Design: User Experience (UX), User Interface (UI) Design, Interaction Design, User Research (UXR), User Testing, User Flows, User Journey Maps, Information Architecture, Wireframing, Prototyping, Design Systems, Component Libraries, Mobile Design, Accessibility (WCAG), AI-native Design
Tools: Figma, Cursor, Framer, Webflow, Illustrator, Sketch, Aseprite, Blender, Procreate, Claude Code, GitHub

Code & Analytics: HTML, CSS, TypeScript, C#, C++, Unity, PostHog, Google Analytics, Hotjar, Amplitude, Intercom

Strengths: Cross-functional Collaboration (XFN), Stakeholder Management, Product Strategy, Iterative Design, Rapid Decision-Making, Mentorship, Prototyping in code, Experimentation, Tooling for design, AI-Accelerated Workflows