

Shashwat Deep Shukla

Product Designer | B2B SaaS · B2C · Internal Platforms

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of experience owning end-to-end product design across B2C, B2B SaaS, and internal platforms. As the sole Product Designer at Visa2Fly I set the experience vision, design principles, and quality bar for three product surfaces serving travellers, agents, and internal operations teams. I specialise in systems design for fragmented, compliance-heavy journeys, turning country-specific visa rules, documentation, and payment and verification workflows into coherent, scalable interfaces. Strong at framing ambiguous problems, defining success measures, coaching cross-functional partners, and negotiating implementation trade-offs against API and data dependencies.

CORE SKILLS

Design Leadership & Strategy: Experience Vision · Design Direction · Problem Framing · Success Measures · Design Quality Bar · Stakeholder Management · Cross-Functional Leadership · Executive Communication · Influence Without Authority · Mentoring & Coaching · Design Operations (DesignOps) · Roadmap Input

Systems & Craft: Design Systems · Systems Design · Interaction Design · Visual Design · Information Architecture · Responsive Design · Accessibility (WCAG) · Design Tokens · Component Libraries · Dashboard UX · Motion Design

Research & Validation: User Research · Journey Mapping · Usability Testing · Heuristic Evaluation · Rapid Prototyping · Wireframing · Design Metrics · Measurable Impact

Platform & Delivery: Platform Logic · APIs & Data Dependencies · Implementation Trade-offs · Technical Feasibility · Design-Engineering Handoff · UX Documentation

Domains: B2B SaaS · B2C Consumer Ecosystems · Multi-Service Platforms · Payments & Fintech-Adjacent Workflows · Compliance & Regulated Products · Enterprise & Internal Tooling

Tools: Figma · FigJam · Adobe Illustrator · Adobe After Effects · Adobe Premiere Pro · Notion · PowerPoint

PROFESSIONAL EXPERIENCE

Product Designer - Visa2Fly

Oct 2025 - Present

Sole Product Designer for the company - own design end-to-end across B2C web, B2B SaaS, mobile, and internal operations tooling.

- Established the design function from scratch, defining the vision, design principles, research cadence, critique rituals, and design operations standards now used across product and engineering.
- Redesigned the B2C visa application journey end to end using progressive disclosure, growing B2C users ~5% month on month (around 1,500 more each month).
- Designed the B2B SaaS platform for travel agents and enterprise partners, spanning bulk applications, customer management, payments, document verification, and compliance tracking; cut the happy-path journey by 70%, from 33 clicks to 10.
- Coach product and engineering partners on problem framing, design critique, and UX quality standards, raising design literacy on a team with no other designers.
- Redesigned the internal operations dashboard, consolidating multi-step compliance workflows into unified task views for the operations team.
- Designing the cross-platform mobile app for iOS and Android, extending the design system to native interaction patterns.

Associate UX Designer - Celebal Technologies

Jan 2024 - Oct 2025

- Designed project management platform for 80+ bank branches, reducing delays by 32%.
- Built a fire drill compliance app with 100% audit readiness and automated certification.
- Led UX for a cloud disaster recovery tool, reducing downtime by 60%.
- Introduced a central idea submission platform, cutting decision-making time by 40%.

Trainee UX Designer - Celebal Technologies

Aug 2023 - Dec 2023

- Digitized the onboarding process for 3,000+ employees, reducing manual errors by 45%.
- Designed HRMS modules for timesheets, project tracking, and BD workflows.

UX Design Intern - Celebal Technologies

Apr 2023 - Jul 2023

- Co-designed a company-wide portal for engagement and learning (LMS).
- Improved internal communication and knowledge-sharing across departments.

HIGHLIGHTS

23+ end-to-end product and UI projects delivered across consumer, enterprise, and internal platforms · Designs in production use by 10,000+ users across India · Motion design (After Effects) for micro-interactions.

EDUCATION

B.Des, User Experience Design - DIT University, Dehradun

2019 - 2023