

Arulraj Abi

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Passionate about intersectional design, user psychology, and emerging tech, I am a Lead Product Designer with **8+ years of experience building user-centric digital products and scaling design frameworks**. I have a proven track record of managing cross-functional design teams, **launching MVPs from zero to one, and designing the strategic assets that supported multi-million dollar funding rounds (\$7M)**. Seeking to bring **seasoned design leadership(IC), advanced AI-assisted rapid prototyping workflows, and deep UX strategy** to a forward-thinking product squad in Europe, the UK, the UAE and India

Projects

- **AI Sports Ecosystem & Atlas DS (KhiladiPro):** Designed the **core B2C AI app, B2B Coach Dashboard, and "Sweat Tokens" value loop. Built the *Atlas* design system**, accelerating design-to-development task completion and eliminating frontend layout discrepancies across platforms.
- **Creator Studio Suite (SuperShare):** **Architected user interfaces, analytical dashboards**, and the "Super Links" bio app, **driving increased platform user engagement** through streamlined sharing mechanisms.
- **E-Commerce Trust Architecture (Shopee):** Re-engineered the **payment gateway, product order, and return journeys** while adding fraud UI cues, cutting customer support tickets and removing transactional friction points.
- **Learning Management System (IBSW):** Designed comprehensive information architectures for the **Student Portal, Teacher Portal, and Admin Dashboard** to unify fragmented campus operations and data streams.

Work Experience

KhiladiPro

Bengaluru, India

Lead Product Designer - Founding team - (B2C AI app, B2B Coach App & Web Dashboard)

Jun 2023–Jun 2026

- **Accelerated design-to-development task completion by 34%** by initiating and scaling *Atlas*, a unified corporate design system that systematically resolved fragmented design patterns and eliminated frontend engineering debt.
- Spearheaded the end-to-end product design strategy for the core AI-powered sports coaching app, establishing a localized design-to-development **workflow using tools like Cursor and Claude to hand over working functional prototypes**.
- Managed and grew the internal design team, **establishing structured critique frameworks, onboarding design interns, and mentoring junior designers** to accelerate feature shipping cycles.
- Engineered the frame-by-frame user flow and interactive design schemas for an **AI computer vision motion-tracking feature targeting cricket bowling actions** to optimize athletic feedback loop precision.
- Designed high-fidelity application mockups and data-dense investor presentation decks, directly contributing to securing the company's **\$1M pre-seed funding round**.

SuperShare

Bengaluru, India

Senior Product Designer - Core team (B2C App & Web Dashboard)

May 2022–Jun 2023

- **Boosted total user engagement by 12%** by designing, testing, and iterating key user interface capabilities for the mobile and web application.
- Partnered synchronously with agile engineering squads to continuously iterate on the **core MVP, systematically maximizing workflow** handoff efficiency and usability.
- Formulated persuasive product demos and **high-fidelity interface layouts for executive stakeholder presentations, helping successfully back a \$6.5M Series A funding round**.

Shopee

Designer II - Payment team (E-commerce App & Design System)

Bengaluru, India

Jan 2022–Apr 2022

- **Decreased platform support tickets by 70%** by conceptualizing and developing the end-to-end design framework for the *Shopee Graduatee* buyer protection and payment holding service, effectively eliminating marketplace trust and quality friction points.
- Collaborated closely with cross-functional marketing and UX squads to design animated **UI patterns and promotional multimedia campaign visuals, boosting platform promotional click-through rates (CTR) by 7%.**

IBSW

Designer I - Core team (LMS, Student & Teacher Portal, and Admin Dashboard)

Bengaluru, India

Jan 2020–Jan 2022

- Managed **multi-layered graphic communication and visual branding projects end-to-end**, executing conceptual assets from ideation through final production.
- Partnered **directly with academic faculty to architect engaging educational graphics, platform materials, and promotional layouts** for global academic events.

ClickMyGo Photography

Graphic Designer - Creative & Studio (Visual Design and Motion Graphics)

Trivandrum, India

Feb 2017–Jan 2020

- Assisted senior designers with client projects, including photo editing and layout design.
- Created graphics for social media and marketing collateral under tight deadlines.

Photovu Stories

Photographer - Media Production (Pre-production and post-production)

Munnar, India

Apr 2016–Feb 2017

- Captured and edited educational and lifestyle photographs for digital content.
- Collaborated with the creative team to produce visually engaging photo stories.

Education and Certifications

- **Master's in Visual Arts and Communication**, Martin Luther Christian University, Shillong, Meghalaya **2024–2026**
- **Diploma in Design & Visual Communication**, Asian Institute of Design, Bangalore, Karnataka **2019–2020**
- **Bachelor of Commerce**, Mar Ivanios College, Thiruvananthapuram, Kerala **2016–2019**
- **Google UX Design Professional Certificate**, Coursera (Credential: NRSECGQ4SZH8) **2021**

Skills and Tools

- **Design & Strategy:** Product Design, UX/UI Design, User Research, Usability Testing, Information Architecture, Wireframing, Interaction Design, Journey Mapping, Accessibility (WCAG), Heuristic Evaluation, UX Metrics & KPIs.
- **Tools & Platforms:** Figma, ProtoPie, Zeplin, Adobe Illustrator, After Effects, Google Analytics.
- **AI & Advanced Workflows:** Claude, Cursor, Google Snitch, Antigravity, AI Studio (leveraging local AI-to-development code handoff and lightning-fast interactive prototyping).

Other Sections

- **SuperShare:** Supported a [\\$6.5M Series A funding round](#) by creating a persuasive pitch deck and MVP product demos
- **KhiladiPro:** Designed investor pitch decks and MVP app, contributing to the startup's [\\$1M pre-seed funding round](#).