

BOBIN THOMAS

Senior Product Designer | Design Systems & AI Workflows, eCommerce & UX

bobinthomas@gmail.com | +91 9567594795 | Bengaluru, India

[linkedin.com/in/bobint](https://www.linkedin.com/in/bobint) | techyminds.in/bt

PROFESSIONAL SUMMARY

Senior Product Designer with 14+ years in UI/UX, including eCommerce, retail, fintech, and enterprise SaaS. Lead end-to-end product design from customer research and concept prototypes through high-fidelity delivery, and work daily with product management, engineering, and UX research. Use data and usability testing to guide design decisions and measure customer satisfaction. Currently design customer and operator experiences for a US eCommerce platform across product discovery, catalog, ordering, and fulfillment. Practice design thinking to turn ambiguous problems into clear, shippable products.

CORE SKILLS

Product Design: End-to-end product design, design thinking, concept visualization and prototyping, information architecture, interaction design, visual design, usability testing, accessibility (WCAG).

Customer Research & Insight: Customer research, stakeholder interviews, journey mapping, insight-driven design with a clear point of view, usability KPIs, A/B testing, competitive analysis.

Design Systems: 250+ component Figma library, Auto Layout, semantic variables, design tokens, component variants, design-to-code handoff (Vue.js), WCAG accessibility.

Collaboration & Leadership: Cross-functional work with product management, engineering, and UX research; mentoring designers; stakeholder communication and persuasion across levels; Agile delivery; vendor coordination.

Tools: Figma (advanced), FigJam, Sketch, Adobe Creative Suite, HTML/CSS/JS, Jira, Slack, Google Workspace.

PROFESSIONAL EXPERIENCE

Lead Product Designer, JBPB Offshore Pvt. Ltd. (formerly HikeOn Technologies) *Oct 2024 – Present*

- Lead end-to-end product design for a custom eCommerce platform that serves a US foodservice and packaging brand, and own the design process from customer and operator research through prototypes and high-fidelity delivery.
- Design eCommerce workflows across product discovery, catalog, ordering, and fulfillment for a large multi-warehouse SKU catalog, covering both customer and associate (buyer and operator) experiences.
- Shipped an automated purchase-order generation feature; buyer accept rate rose from 40% to 64% after adding override memory, which saved about 100 hours per month across two buyers.
- Create concept prototypes that help product management and engineering settle on a shared direction for fulfillment initiatives, then drive design requirements from there.
- Run usability testing and track usability KPIs to validate design decisions and measure customer satisfaction, then iterate on workflows from the data.
- Built and maintain a 250+ component Figma design system using Auto Layout, semantic variables, design tokens, and variants. The system is implemented in Vue.js and maps directly to front-end components.
- Partner daily with product management and engineering on scope, priorities, and roadmap in an Agile setup, and present design rationale to stakeholders to win agreement on direction.

- Lead and mentor the product design team through design reviews, critique sessions, and 1:1 coaching.

Experience Designer / Co-founder, AUSYS Pty Ltd.

Sep 2023 - Oct 2024

- Co-founded a UX and product design studio and built the design practice from zero across fintech, retail, and SaaS clients.
- Led customer research, user flows, wireframes, prototypes, and visual design through delivery, and worked directly with client stakeholders.
- Set up reusable Figma libraries and design foundations to keep delivery fast and consistent across projects.

Senior Technical Manager, UI/UX, 3i Infotech Pvt. Ltd.

Aug 2017 - Sep 2023

- Led UX for banking and fintech products serving enterprise clients, and designed payment and banking flows from research through validation.
- Ran customer research, stakeholder interviews, and usability testing to reduce risk before build and to guide design decisions.
- Set standardized UI frameworks and UX principles across web and mobile to keep behavior consistent and cut rework across teams.
- Managed design delivery in Agile sprints with product managers, engineers, and business stakeholders to ship on time.
- Mentored mid and junior designers and ran critique sessions to build a culture of feedback.

Senior UX Designer, iTriangle Infotech Pvt. Ltd.

Aug 2016 - Aug 2017

- Set UI direction for IoT and connected products through low and high-fidelity wireframes, prototypes, and visual design.
- Ran research and brainstorming sessions across interaction design, information architecture, and visual exploration.

UI Architect, Phenomtec Solutions Pvt. Ltd.

Sep 2011 - Aug 2016

- Built design patterns, branding standards, and functional prototypes for web and mobile products.
- Standardized UI frameworks and UX principles across devices, an early version of design system practice.

Senior Interaction Designer, Symphony Services (Client: Orbitz)

Mar 2008 - Sep 2011

- Designed consumer-facing interfaces for Orbitz, a US online travel and booking marketplace. Covered requirement gathering, usability analysis, user testing, prototyping, wireframes, use cases, and heuristic analysis.
- Contributed to product initiatives that reshaped the booking experience for shoppers.

EDUCATION

Bachelor of Computer Applications (BCA) 2011

CERTIFICATIONS & LANGUAGES

Certifications: Google UX Design Certificate (in progress).

Languages: English, Hindi, Kannada, Malayalam, Tamil.