BOBIN THOMAS

Lead Product Designer | Enterprise SaaS | Design Systems | AI Product Design

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SUMMARY

Product designer with 15+ years in the field, mostly on complex enterprise products where the workflows are heavy and mistakes cost money. Enterprise SaaS, ERP, eCommerce, banking and fintech, with IoT and consumer travel earlier on. I own the full lifecycle, from discovery and research through prototypes, high-fidelity UI and developer handoff, and I build working software myself when a prototype is not enough.

Most recently led design for HikeOn, an AI-powered eCommerce ERP. Built its 250+ component design system, implemented in Vue.js with multi-tenant theming, and shipped 8 AI features to production. I lead and mentor design teams, set standards and governance, and work closely with product, engineering and leadership, including teams spread across countries.

EXPERIENCE

Lead Product Designer
Oct 2024 - Jun 2026

JBPB Offshore Pvt. Ltd. | *HikeOn, an AI-powered eCommerce ERP for buyers, operations teams and vendors*

Product and UX design

- Owned end-to-end design on web and mobile, from discovery through high-fidelity UI and handoff, across purchase orders, RFQ, vendor onboarding, certificate compliance, returns, warehouse ops and a 30,000-SKU catalog, including dense dashboards and data tables for high-volume daily use.
- Collapsed an 8-silo structure into 4 job-based areas. **Average navigation steps dropped from 4.2 to 1.8.**
- Redesigned the certificate compliance module and **cut buyer review time by 60%.**

AI product design

- Redesigned the AI purchase order review flow and added memory so the system learns from buyer corrections. **Accept rate rose from 40% to 64% and review time fell from 12 minutes to 90 seconds.**
- Shipped multiple AI features to production, including search, personalisation, research assistance and an in-app copilot.
- Created one suggestion pattern (suggestion, confidence, short explanation, accept/edit/dismiss) and reused it across features, always with a clear fallback to human review.

Design system and governance

- Built a 250+ component Figma system covering forms, tables, charts, navigation and AI patterns, implemented in Vue.js.
- Set up a three-layer token structure (primitive, semantic, component) that maps 1:1 to Vue.js props. Engineering used it for multi-tenant theming.
- Put governance in place: contribution process, versioning, WCAG 2.2 AA checks and system health metrics.
- Built two Figma plugins that flag duplicate components, detached instances and hardcoded colours. **Audits that used to take days now take minutes.**

Leadership and research

- Led a 4-person design team in Agile. Ran design reviews, set standards and mentored designers on craft and systems thinking.
- Ran research and usability tests with buyers and ops teams, and presented findings and designs to product, engineering and leadership.

Lead Experience Designer and Co-founder
Sep 2023 - Oct 2024

AUSYS Pty Ltd. | *UX and product design studio for fintech, retail and SaaS clients*

- Co-founded the studio and ran client projects from scoping to delivery, working directly with founders and product leads to turn their goals into requirements, flows and IA.
- Led research, stakeholder interviews, wireframes, prototypes and final UI for web and mobile products, and managed handoff with client dev teams to protect implementation quality.
- Set up reusable Figma libraries and design system foundations so every new client project started from a shared base.

Senior Technical Manager, UI/UX
Aug 2017 - Sep 2023

3i Infotech Pvt. Ltd. | *Banking and fintech products for enterprise clients*

- Led UX across 4 banking and fintech product lines, including a commodity trading platform and a GRC product.
- Turned complex banking rules and multi-step transactions into task flows, forms and data-heavy screens built for daily operations work.

- Built and maintained the UI framework and component library shared across product lines, with common standards for typography, colour, spacing and forms, used by multiple product teams.
- Ran research, stakeholder interviews, usability testing and heuristic reviews before build to reduce delivery risk.
- Led a team of 9 mid-level and junior designers, running delivery in Agile sprints and presenting the work to clients and internal stakeholders

Lead UX Designer Aug 2016 - Aug 2017

iTriangle Infotech Pvt. Ltd. | *IoT and connected vehicle products*

- Set the UI direction for web and mobile, and designed wireframes, prototypes and visual design for monitoring dashboards and device data.
- Ran research and interaction design workshops with product and engineering to align on flows and feasibility.

UI Architect Sep 2011 - Aug 2016

Phenomtec Solutions Pvt. Ltd. | *Web and mobile products*

- Set up the company's first shared component library and frontend style guide.
- Defined design patterns and branding standards, and worked with frontend developers on HTML, CSS and responsive layouts so what shipped matched the design.

Senior Interaction Designer Mar 2008 - Sep 2011

Symphony Services | *Client: Orbitz (US), consumer travel*

- Designed search and booking UI for Orbitz with the US client team, covering requirements, usability and heuristic analysis, user testing, wireframes and prototypes.

SELECTED PROJECTS

ERP Design System | techyminds.in/bt/case-designsystem.html
The HikeOn system from Figma to Vue.js: forms, tables, charts, navigation and AI components, with WCAG checks at component level.

Design System Governance Framework | ds-checklist-one.vercel.app
Contribution model, lifecycle, versioning, accessibility checks and health metrics.

RFQ Agentic Swarm | techyminds.in/bobin/case-aiswarm-rfq.html
Multi-agent procurement prototype. Agents draft, compare and route requests, and a person approves before anything goes out.

AI Experiments | techyminds.in/bt/ai-and-me.html

SKILLS

Product and UX: End-to-end product design, UX strategy, information architecture, user journeys, personas, task flows, interaction design, wireframes, interactive prototypes, high-fidelity UI, responsive web and mobile, dashboards and data tables, complex enterprise workflows, role and permission models

Design systems: Design tokens (primitive, semantic, component), Style Dictionary, component libraries, white-label theming, governance, versioning, documentation, developer-ready specs, Storybook

AI product design: Confidence and explanation patterns, human review fallback, copilots, AI search, AI-assisted research and prototyping, reviewing AI-generated UI against usability and design system standards

Research: Stakeholder interviews, usability testing, heuristic evaluation, UX audits

Accessibility: WCAG 2.2 AA, component-level accessibility checks, colour contrast, keyboard and focus states, error patterns

Leadership: Leading and mentoring designers, design reviews, standards and governance, Agile, distributed teams

Frontend: HTML, CSS, JavaScript, TypeScript, Vue.js, React, Next.js, Git

Tools: Figma (multi-mode Variables, Auto Layout, Variants, libraries), FigJam, Figma Make, Adobe CC, Jira, Asana, Cursor, Claude Code

Languages: English, Hindi, Kannada, Malayalam, Tamil

EDUCATION

Bachelor of Computer Applications (BCA), 2011