SHANNON DSOUZA

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UK-based Product Designer with 5+ years of experience crafting intuitive, accessible, and engaging digital experiences across fintech, media, analytics, enterprise, and AI-driven platforms. Proficient at collaborating with cross-functional teams and transforming complex business challenges into user-centred solutions that improve usability, boost engagement, and deliver measurable impact.

WORK EXPERIENCE

Lead Product Designer   **Apr 2023 – Aug 2024**
HumanX, Mumbai

Managed a team of seven product designers across fintech, insurance, and media clients, driving strategic product direction, design quality, process efficiency, and stakeholder collaboration.

- **Revamped the digital dashboard for SBI Mutual Funds**, increasing **user engagement by 30%** and streamlining portfolio insights for over **5.8 million investors**.
- Led the end-to-end design of a **first-of-its-kind** mutual fund gifting platform, positioning SBI Mutual Funds as an **industry innovator** and establishing a **new digital revenue stream**.
- Designed an AI-powered OTT discovery solution, showcased at the **International Broadcasting Convention 2023**, recognised for **pioneering generative-AI enhanced media** experiences that enhance **engagement and monetisation**.
- Spearheaded a comprehensive **platform redesign of SBI Life Insurance** platform, **reducing drop-offs by 25%** and boosting higher **conversions and policy renewals**.
- Directed the end-to-end UX for Quickplay's radio streaming app, **unifying mobile and CarPlay** experiences to **simplify onboarding** and boost **adoption** among new users.

Senior Product Designer   **Mar 2022 – Mar 2023**
HumanX, Mumbai

Sole UX strategist and designer for Hypothesis, an award-winning AI-enhanced influencer marketing platform, optimising adoption and streamlining workflow efficiency for creators and brands.

- Shaped design for the **unified creator-brand platform**, establishing a **category benchmark** and contributing to Hypothesis winning **Influencer Marketing Agency of the Year 2024.**
- Crafted intuitive **campaign management tools**, replacing manual processes and improving **workflow efficiency by 50%,** allowing campaigns to launch faster and at scale.
- Conceptualised the **creator analytics dashboard**, providing **actionable insights** to **optimise ROI** and content performance.

Design Consultant   **Jun 2021 – Feb 2022**
Fractal Analytics, Mumbai

Led product design for A.I.D.E, an analytics platform, identifying and fixing usability gaps, reducing workflow time, defining a unified design language, and driving strategic product direction.

- Established an **organisation-wide design system**, creating a scalable handbook with consistent UI patterns to **accelerate adoption** across internal products.
- **Reduced workflow time by three hours** per day through end-to-end design audits, surfacing critical usability gaps and enabling targeted UX improvements.

- **Steered strategic product vision** and feature prioritisation, boosting **user engagement by 40%.**
- Streamlined **design-to-developer handoff** via Jira, supporting **faster engineering implementation**.

FREELANCE PROJECTS

Sellit9, Remote   **Sep 2024 – Nov 2024**
Enhanced UX/UI for a **novel** digital trade-in platform **combining fintech and retail**, optimising key user flows **to increase new conversions by 20%.**

Luut, Remote   **May 2023 – Jul 2023**
Defined UX strategy for a **cutting-edge NFT marketplace**, improving **content discovery by 15%** through research-driven insights.

RoadRunr, Remote   **Jul 2022 – Sep 2022**
Created user journeys for a **unique Web3 rewards platform**, leveraging exploratory research to **boost adoption and engagement** among sustainable drivers.

Hall of Heroes, Remote   **Aug 2021 – Sep 2021**
Headed design strategy for a **gamified platform**, collaborating with senior stakeholders to define **launch strategy and maximise user adoption**.

EDUCATION

MSc in Human-Computer Interaction Design *(Distinction, 180 credits)*   **Sep 2024 – Oct 2025**
City St George's, University of London, London

Certification in User Experience and User Interface Design   **Aug 2020 – May 2021**
Springboard, Remote

Bachelor of Commerce *(Distinction Grade)*   **Jun 2011 – Apr 2014**
Mumbai University, Mumbai

SKILLS

UX & Research: User Interviews, JTBD, Competitor Analysis, Journey Mapping, Information Architecture, Usability Testing, A/B Testing, Content Strategy
Design & Prototyping: Interaction Design, Visual Design, Wireframing, Prototyping, Design Systems, Accessibility (WCAG 2.1), Data Visualisation, Service Design, Conversational Design
Tools & Tech: Figma, Vibe Coding, InVision, Miro, Adobe Creative Suite, AI Tools (ChatGPT, Midjourney, Claude AI), HTML, CSS, Jira, Confluence
Professional Skills: Leadership, Agile UX, Mentoring, Collaboration, Communication, Scoping

CERTIFICATIONS AND AWARDS

ADPList - 100 Mentorship Minutes Award for mentoring emerging designers
Quickplay x Google Cloud - Industry Solution Technology Partner of the Year Award (2023)
Accessibility & Inclusive Design (Honours) Certification - University of Illinois Urbana-Champaign
Information Visualisation: Foundations Certification - NYU Tandon School of Engineering
Foundations of User Experience Design Certification – Google
Interaction Design Specialisation Certification - UC San Diego