SHANNON DSOUZA

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

UK-based Product Designer with 5+ years of experience crafting complex, data-centric, and AI-enabled products across fintech, media, analytics, enterprise, B2B, B2C, 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
Led end-to-end strategic design across fintech, insurance, and media clients, driving product direction, design quality, process efficiency, and stakeholder collaboration.

- Increased **user engagement by 16%** and streamlined **portfolio insights for 5.8 million investors** by redesigning SBI Mutual Funds' digital dashboard to improve information hierarchy, data clarity, and support decision-making.
- Improved **first-time title plays by 30%** and **average time spent by 50%** in an 8-week pilot (10% active users) through the design of a **voice-enabled AI assistant for OTT discovery.**
- Established a **new digital revenue stream** and positioned SBI Mutual Funds as **an industry innovator** by leading the end-to-end design of a **first-of-its-kind** mutual fund gifting platform.
- Reduced **drop-offs by 12%** over a 1-month period and **improved policy renewals** by spearheading the **redesign** of SBI Life Insurance's web and mobile platforms.
- **Boosted adoption** across **cross-platform experiences** for Quickplay's radio streaming application by simplifying onboarding and navigation on mobile and CarPlay.
- **Managed and mentored** a team of **7 designers and 2 interns**, leading cross-functional design critiques and raising design and delivery standards.

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, brands and agencies.

- Reduced **average campaign setup time from 50 to 30 minutes (-40%)**, improving workflow efficiency by replacing manual and fragmented processes with scalable dashboards.
- **Optimised content and brand ROI** by enabling data-driven decision-making through analytical dashboards that surfaced actionable insights for **global creators and brands.**
- **Reduced engineering effort** by collaborating with developers to **design reusable components** and align UX decisions with **backend logic and technical constraints.**
- Validated designs through **user interviews and usability testing** of **high-fidelity prototypes**, ensuring workflows aligned with user needs.
- Established a category benchmark, helping Hypothesis win the **Influencer Marketing Agency of the Year award in 2024.**

Design Consultant   **Jun 2021 – Feb 2022**
Fractal Analytics, Mumbai
Led design for A.I.D.E., an AI-based analytics platform used for critical business decision-making.
- Reduced **workflow time by three hours per day** through **end-to-end design audits**, surfacing critical usability gaps and enabling **targeted UX improvements**.
- Boosted **user engagement by 20%** through strategic feature prioritisation and improving interaction patterns across the product.
- **Improved delivery velocity** by creating an **organisation-wide design system** adopted across multiple internal products.
- Streamlined **design-to-developer handoff,** supporting **faster engineering implementation.**

FREELANCE PROJECTS

Sellit9, Remote   **Sep 2024 – Nov 2024**
Increased **conversion by 8%** by optimising **key onboarding and payment flows** for a novel mobile-first fintech platform.

Luut, Remote   **May 2023 – Jul 2023**
Improved **content discovery by 5%** through **research-driven insights** and design improvements for a cutting-edge NFT marketplace.

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 AI 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 - 250 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