

Shanker Kartik Iyer

Lead Product Designer • Product Strategy & Systems

Toronto, ON

ikartik90@gmail.com

437-432-6510

www.skiy.me

linkedin.com/in/ikartik90

Product designer with technical fluency who transforms complex business ideas into elegant, scalable experiences. 11+ years of shipping SaaS and marketplace products; partners with engineers on database schema and front-end architecture, and leverages product strategy to bridge design-code trade-offs to ship faster and elevate quality.

CAREER HIGHLIGHTS

- Overhauled shift-posting, onboarding, and time-tracking flows and launched an AI chat assistant—driving +57% ARR, +22-pt NPS, and an 85% drop in support tickets.
- Rolled out a unified WCAG-AA compliant design system adopted across Spotwork's employer portal, worker app, and internal admin tools (web + mobile) in just six months, accelerating feature release cycles by 40%.
- Built and led a 30+-designer studio for Deloitte Digital, delivering products that lifted client GMV retention 21%.

EXPERIENCE

Spotwork — Lead Product Designer (May 2023 – Present)

- Steered an 8-person squad (web & mobile devs, QA, design, data science) to ship US-ready onboarding, invoicing, and bulk shift-posting, launching across 12 states in 9 months and raising daily shift count by 30%.
- Streamlined worker onboarding, auto-capturing ID and eligibility documents, minimizing abandoned onboards 21% and halving time-to-first-shift for new and pre-qualified US workers.
- Introduced a willingness-to-work score and geofenced check-ins, boosting first-shift fill to 93% (+18%) and first-time worker attendance to 86% (+33%).
- Launched an AI support assistant trained on support transcripts, deflecting 85% of routine tickets, and raising CSAT by 16 points from 27% to 43%.

Deloitte Digital — Senior Product Designer & Consultant (Apr 2019 – Mar 2023)

- Drove discovery-to-delivery on an inventory-management overhaul for a major F&B distributor, lifting e-commerce GMV 21% year-over-year.
- Minimized order support requests by 57% by implementing a visual truckload configurator on the dealer portal of a construction and mining equipment manufacturer.
- Set up processes, critique rituals, and hiring pipelines that grew the Delhi studio from 2 to 32 designers in four years.

Earlier Experience

Gartner — Research Consultant (Sep 2017 – Feb 2019)

- Led design thinking workshops on digital transformation initiatives leading to net new engagements worth \$650k.

Grapes Digital — Senior UI/UX Designer (Apr 2016 – Aug 2017) • TCS — Systems Engineer (Jan 2012 – Apr 2015)

CORE CAPABILITIES

Product discovery & road-mapping
Data-driven iteration & A/B testing

Design systems & design ops
Stakeholder workshop facilitation

Mixed-methods research
Mentoring & design critique

EDUCATION & CERTIFICATIONS

B.E. Computer Science, Rajiv Gandhi Technical University

Interaction Design Specialisation, UC San Diego via Coursera

Product Management, Indian School of Business

TECHNICAL SKILLS

Figma, Storybook, CSS3, Tailwind, Firebase, BigQuery, React, Typescript, Jira, Adobe CC