

Roshan Thomas

Design Leader | Multi-Disciplinary Designer | Webflow & Framer Developer
Bangalore, India

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designedbyroshan@gmail.com

15+ years of professional experience.

Leading design that translates business vision into meaningful, customer-first experiences.

B2B and B2C. Fintech, Healthtech & Enterprice SaaS.

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designedbyroshan

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SKILLS

DESIGN

Interaction Design
Competitor Analysis
Visual Design
Product planning
Prototyping
Motion Designing
Front-end Development
(Webflow & Framer)

LANGUAGES

English
Hindi
Malayalam
Tamil
Kannada

DESIGNS FEATURED BY

Sketch
Behance.net

WORK EXPERIENCE

- Head of Design** [Vieu, Remote](#) | **October 2024 - Present**
 - Set design vision across product, brand, and research for Vieu’s revenue intelligence platform serving 40+ enterprise teams.
 - Scaled Vieu Codex, the design system defining Vieu’s visual and interaction language, cutting delivery time by 35%.
 - Directed redesigns that significantly improved AE efficiency and intro success.
 - Unified product and brand identity, strengthening market perception and consistency by 45%.
 - Embedded user research into product strategy, shaping roadmap and experience decisions.
 - Mentor designers and shape a culture of clarity, speed, and experimentation.
 - Built and led a high-performing design team, standardizing ops and accessibility to reduce UX debt by 30%.

- Principal Product Designer** [Even Healthcare, Abu Dhabi, UAE](#) | **January 2024 - September 2024**
 - Responsible for designing both B2B and consumer experience for the Even App, for B2B, B2C and the Offline verticals.
 - Built tools for the underwriting team that accelerated the management of claims and settlements by 75%.
 - Designed a portal for offline agents to track leads, manage membership renewals, and manage commissions across multiple agent levels. Currently deployed and utilised by over 250 offline agents.
- Principal Product Designer** [Even Healthcare, Bangalore, India](#) | **September 2021 - Present**
 - Established Even's brand style and visual identity within 1 week, as a pioneer designer in the rapid market launch initiative.
 - Led design efforts and mentored a team of 2 junior designers in product design. Fostered a positive and vibrant team culture to maintain high productivity under pressure, without inducing undue stress.
 - Built consumer facing products & internal tools of the company. Gained over 1 lakh active subscribed users over 2 years. Products - B2B and B2C apps and websites, onboarding & post onboarding experiences, renewal & retention, hospital dashboard & management portal for OPD.
 - Developed websites using Webflow for new line of products - Even for American Express customers and Even Essential, generating 1100+ leads and 400+ signups, as of July '24.
 - Crafted physical goodies that enhanced customer delight during the onboarding process, contributing to the product's overall NPS score of 78.

- Principal Product Designer** [Freecharge Payment Technologies, Bangalore, India](#) | **April 2020 - September 2021**

Led and managed a 3-member team for the Business vertical, overseeing products - Freecharge Business app, Merchant portal, and Agent app.

Conceptualised and built Freecharge Star subscription service, including value-added services and post-subscription experiences for merchants on the B2B platform. Collaborated closely with the product team, achieving a 26% adoption rate.
- Lead Product Designer** [Freecharge Payment Technologies, Bangalore, India](#) | **April 2017 - March 2020**

Increased the sign ups and conversion by 34% by successfully developing a new app for Freecharge Business post conducting competitive analysis and research.

Led initiatives for multiple products in the Freecharge Consumer app for Mutual Funds (25-30% month-on-month growth).

Generated over 26k leads and gained 18% conversion for Fixed Deposits.

Revamp of Mobile recharges got a 39% adoption rate.

Garnered over 45L cumulative investment as of Sep 2018, for the Savings Bank feature design for Axis Bank.
- Senior Product Designer** [Freecharge Payment Technologies, Bangalore, India](#) | **April 2016 - March 2017**

Worked on freecharge Windows App which had over 1000 MAU - for desktop and web, as an individual contributor.

- Creative Director** [Thumbmunkeys, York, UK \(Remote\)](#) | **October 2014 - April 2016**

Collaborated directly with company clients to understand requirements and create designs for major projects such as In-Formed, Crossfit Jorvik, and Synergist. Total downloads - Over 400,000 as of March 2016.

Contributed to acquiring 2 new clients, after creating company brand identity and designed a new website.

Developed the in-house photo collage app, resulting in over 30M downloads, a 4.8 rating on the Windows App Store, and over 100k reviews, becoming the top-rated photo collage app.

- Software Engineer - UX Designer** [Torry Harris Business Solution, Bangalore, India](#) | **January 2014 - September 2014**

Obtained a 27% cumulative adoption rate for an internal employee management tool (MIS) after conceptualising and design. Made proof of concepts for clients - Schneider Electric, O2 Mobile, Bank of Bahrain, Saudi-German Hospital, and RedBull.

- Interface Designer** [Practo Technologies, Bangalore, India](#) | **June 2013 - January 2014**

Revamped Android and iOS apps, reducing CAC by 24%. Contributed to the design of Tab for Doctors.

Played a key role in creatives and content strategy, resulting in successful social media campaigns with 12% higher click rate.

- GUI Designer** [UX Design Labs, Bangalore, India](#) | **August 2012 - April 2013**

Generated cumulative revenue exceeding INR 400k as part of the team by creating visual interfaces for the clients. Clients - Lava mobiles, IBM MaaS 360, Usha Martin, Asian paints.

- Junior Creative Designer** [Y Media Labs, Bangalore, India](#) | **November 2011 - August 2012**

Facilitated app development by supplying assets from Design Lead files to 24 in-house developers.

- Junior Graphic Designer** [Logic Manse Solutions, Thiruvananthapuram, India](#) | **September 2010 - November 2011**

Collaborated with 8 front-end engineers to meet design requirements and created web pages for diverse use cases.

EDUCATION

B.Tech in Computer Science & Engineering
M.G. University College of Engineering, Idukki, Kerala, India | 2006 - 2010