

Roshan Thomas

Head of Design | Product & Brand Strategy
Building Scalable Design Systems and High-Impact Experiences.

15+ years of professional experience.

Design leader driving product and brand systems that connect business goals with crafted, customer-first experiences across SaaS, Fintech, and Healthtech.

www.designedbyroshan.com

designedbyroshan

roshan047

rosh047

linkedin.com/in/roshan047

Core Competencies

Leadership & Strategy

Design Vision & Strategy
Product & Brand Strategy
User Research Strategy
Team Leadership & Mentorship

Design & Execution

Scalable Design Systems
End-to-End Product Design
Brand Identity Systems
Front-end (Webflow & Framer)

Languages

English
Hindi
Malayalam
Tamil
Kannada
Italian
Arabic

Designs Featured By

Sketch
Behance.net

Work Experience

- Head of Design** **Vieu, Seattle, USA (Remote)** | **October 2024 - Present**
 - Define and drive design vision across product, brand, and research, aligning experience strategy with company growth.
 - Built and scaled Vieu Codex - Vieu’s unified design system - standardizing visual language and accelerating delivery 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.
 - Built and mentored a high-performing design team, formalizing design ops and accessibility standards that cut UX debt by 30%.

- Principal Product Designer** Even Healthcare, Bangalore & Abu Dhabi | September 2021 - September 2024
 - Led design for B2B and consumer-facing healthcare products, serving over 100k+ active subscribers.
 - Established Even’s brand identity and visual system within one week during rapid launch.
 - Directed onboarding, retention, and renewal experiences, contributing to a NPS score of 78.
 - Built tools improving claims and settlement management by 75%; designed portals for 250+ agents to track leads and commissions.
 - Developed Webflow sites for new verticals (Amex & Essential), generating 1,100+ leads and 400+ sign-ups as of July 2024.
 - Mentored a growing design team, maintaining pace and quality under startup conditions.

- Principal Product Designer** Freecharge Payment Technologies, Bangalore, India | April 2016 - September 2021
Earlier roles: Lead Product Designer (2017–2020), Senior Product Designer (2016–2017)
 - Advanced from Senior to Principal Designer over five years, leading end-to-end product design across B2B and consumer apps.
 - Defined and scaled design systems for Freecharge’s merchant and consumer platforms.
 - Spearheaded the Freecharge Star subscription for merchants, achieving a 26% adoption rate post-launch.
 - Drove redesign of the business app, increasing sign-ups and conversions by 34%.
 - Led design for Mutual Funds, Fixed Deposits, and Savings features - achieving sustained user growth and ₹45L+ in cumulative investments.
 - Mentored junior designers and established a structured review process to improve design quality and delivery pace.

- Creative Director** Thumbmunkeys, York, UK (Remote) | October 2014 - April 2016
 - Directed brand identity and digital product design, including the company website and new business initiatives.
 - Built and launched an in-house photo collage app that achieved multi-million downloads and top-tier store ratings.
 - Strengthened visual standards and delivery processes across a distributed design and development team.

- Earlier Roles** 2010 - 2014
Practo | **Torry Harris** | **UX Design Labs** | **Y Media Labs** | **Logic Manse Solutions**
 - Contributed to mobile and web interface design, improving usability and engagement across diverse industries.
 - Supported app launches and UX initiatives, laying the foundation for a user-centered design practice.

Selected Achievements

- Improved AE workflow efficiency by 40% at Vieu through UX system redesign.
- Designed products serving 40+ enterprise teams and 100k+ consumer users.
- Built and launched design systems adopted company-wide at two organizations.
- Scaled Even Healthcare’s onboarding experience to achieve NPS 78.

Education

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