

Vishal Shendre

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PROFESSIONAL SUMMARY

Growth Product Designer with **4+ years of shipping consumer, enterprise SaaS, and (AI/ML) data-backed Fin-tech products**. Building AI-assisted product planning, from user research to prototyping, also building design systems, efficiently building trade-offs, while collaborating with engineers, PMs, and founders, focusing on impact.

WORK EXPERIENCE

Growth Product Designer, Marketing October 2022 - Present
Touro University, New York

- Redesigned enrollment funnel via A/B tested iterations, improving visitor conversion and **drove 200%+ growth**.
- Built content pipeline via (Mailchimp, Zapier) reduced manual bottlenecks and Standardizing email touch points.
- Established **quarterly OKRs across 6 growth KPIs**, translated weekly performance signals into prioritization decisions, while building marketing material for high-visible and scale **campaigns achieving 45% growth**.

UX Designer, Core Capture May 2021 - January 2022
OpenText, India

- Designed and A/B tested a document tagging variant across **6 sprints, cutting receipt submission time by 2x**.
- Collaborated with PMs and ML engineers to translate **220+ QA outputs into a redesigned receipt-submission**.
- **Delivered 3x faster submissions, 18% ML accuracy gain** through **3 prototyping** rounds using data and feedback.
- Unified cross-functional stakeholders through fortnightly sprint reviews to regulate financial products, **shipped WCAG 2.0 compliant enterprise finance UI**, while achieving all engineering, legal, and product milestones.

UX Design - Founding Intern, Growth and User Activation January 2021 - April 2021
WallMag.io, India

- Diagnosed on-boarding user churn via usability sessions, identified 2 high-friction steps into activation flow.
- Shipped targeted improvements by scaling 30 days retention while **scaling active user base to 8,500+ artists**.
- **Built foundational design system, standardized components** across all surfaces eliminating UI debt and rework.
- Facilitated design sprint across product and engineering, Delivering the MVP and keeping all functions aligned.

PROJECTS

Target Stores, Spatial AR Navigation [\[Project Link\]](#)
Conducted user research across US Target locations, Scanned and planned retail stores and **iterated AR prototypes in Figma, Unity** and Aftershock across 5 test cycles, achieving 42% less product search time, SUS 64→88, and 90/100 accessibility score.

Settle Rewards, Conversion Design [\[Project Link\]](#)
Designed a mobile rewards app end-to-end from user research through usability testing validating activation and redemption flows with real users, delivering 20% engagement lift and 15% growth in financial tracking efficiency.

SKILLS

- **Growth Design:** Conversion Optimization · Paywall Design · Upsell Flows · Onboarding Design · Activation Funnels · Experimentation · Free-to-Premium UX · Friction Reduction · Component Libraries · Collaboration.
- **Analytics & Research:** Amplitude · Mixpanel · HotJar · Google Analytics · Maze · Looker · SQL · Funnel Analysis.
- **Design & Prototyping:** Figma · Axure RP · Miro · FigJam · Design Systems · WCAG 2.0 · Lo-fi to Hi-fi Prototyping.
- **AI Automation & Development:** Claude · ChatGPT · Cursor · n8n · Vercel · Gemini · Jira · Linear · Figma MCP · Notion · V0 · Swift UI · HTML/CSS · JavaScript · Sass · React · TypeScript · Responsive design · Python · SQL.

EDUCATION

Master's in Interaction and User Experience Design
Touro University, Grad School of Technology

Bachelor's in Electrical and Electronics Engineering,
Institute of Aeronautical Engineering, JNTUH