

Vishal Shendre

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 3+ years of design experience across research, UI and product thinking. Diagnose problems, shape visual solutions, and validate prototypes against research and data. Grow activation into retention through funnel analysis and analytics, working alongside founders, engineers, product and marketing teams. Prototype in Figma, assemble components with MCPs, and animate interactions in LottieFiles, building with AI agents end to end.

WORK EXPERIENCE

Sr. Visual Designer, Growth & Marketing
Touro University, New York

October 2022 - Present

- Owned the growth surfaces end to end. Rebuilt the enrollment flow from drop-off data, prototyping variants in Figma MCP and iterating with Claude conversion up 200%, equivalent to 16,000+ visitors. Designed material for web, marketing and social channels, animating campaigns in After Effects and Premier Pro. Extended the design system everywhere, directing graphics and marketing material across all assets.

UX Designer, Core Capture
OpenText, India

May 2021 - January 2022

- Ran stakeholder sessions, workflow observations and audit** across enterprise clients including SAP and Ameritas.
- Mapped the review journey for the gap, **ML scored every field at 92% confidence**, so operators re-verified work.
- Designed visuals in Figma and prototyped visuals in Axure RP** while validating product through usability testing.
- Made confidence the primary routing signal high-confidence fields auto-confirm, only exceptions reach a reviewer.
- Review time fell from 4mins to 55sec per document**, while manual touchpoints has reduced down to almost 68% and shipped the feature in CE 21.4 and CE 22.4.

UX Design - Founding Intern
WallMag.io, India

January 2021 - April 2021

- Assisted in usability sessions and artist interviews, **identifying two high-friction steps in the onboarding flow**.
- Wireframed UI with fixes and **iterated with the team, lifting artist retention** as the base grew past 8,500+ artists.
- Standardized components into the mobile app's first design library**, and helped run a design sprint with product and engineering that delivered the MVP.

PROJECTS

Kite - One stop finance for kids [\[Project Link\]](#)

A wallet for kids 8-18 Where parents keeps oversight. Designed the full UI and component library states, empty screens, and micro-interactions grounding interaction patterns in research through Mobbin MCP. Prototyped the entire flow by orchestrating parallel AI agents like Claude Code and Codex running together through Conductor.

Urban Company - At Home Pet Grooming [\[Project Link\]](#)

Pet care is a \$120B market still running Unorganized. Interviewed groomers and pet parents to understand how the bookings actually work. Designed the user side with a listing and scheduling flow for providers, a discovery and booking experience for owners. Built the full flow in Figma and prototyped it in Claude code using an AI agent.

SKILLS

Design: Visual Design · Design Systems · Prototyping · Interaction Design · Micro-interactions · Wireframing · Information Architecture · Illustration · Brand Identity

Research: User Interviews · Usability Testing · A/B Testing · Heuristic Evaluation · Journey Mapping · Funnel Analysis

TOOLS

Design & Motion: Figma · Origami Studio · Paper · Play · Axure RP · After Effects · Premiere Pro · Rive · LottieFiles

AI & Build: Claude · Claude Code · Conductor · Cursor · Codex · Figma MCP · Mobbin MCP · v0 · n8n

Technical: HTML/CSS/JS · TypeScript · SwiftUI · SQL

EDUCATION

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

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