Shakthi Thanigaivel

Product Designer | shakthi011001@gmail.com | LinkedIn | Portfolio

Summary

Product Designer skilled in end-to-end design, design systems, and accessibility. Experienced in crafting human-centered and AI-powered solutions across web and mobile platforms, and in presenting design concepts and rationale to cross-functional stakeholders to align user needs with business goals.

Education

Arizona State University — Tempe, AZ
Master of Science in User Experience (With Distinction) 4.0/4.0 GPA — *Aug 2023 – May 2025*

Vellore Institute of Technology — Vellore, India
Bachelor of Technology in Computer Science and Engineering 3.7/4.0 GPA — *Jun 2019 – May 2023*

Experience

User Research Specialist — May 2026 – Present
Exponent — *Phoenix, AZ*

- Support user research initiatives by coordinating and assisting with research studies.
- Gather participant insights to better understand user needs, behaviors, and pain points.
- Conduct quality assurance reviews to ensure accuracy, consistency, and integrity of collected data.
- Organize and manage research findings for clear documentation and easy reference.
- Translate findings into actionable insights that inform product decisions and support user-centered product development.

UX/UI Designer — Jan 2026 – May 2026
SquareResults — *Remote*

- Designed end-to-end web and mobile experiences for products.
- Built and maintained a scalable Figma design system with reusable components, consistent patterns, and developer-ready handoff documentation.
- Collaborated with product and engineering teams to define MVP requirements, strategic directions, user flows, and high-fidelity prototypes for responsive platform experiences.

UI/UX Designer — Jun 2025 – Jan 2026
Aigenie Enterprises — *Remote*

- Partnered with PM and engineering lead to run continuous discovery for an AI accessibility product; defined problem statements, success metrics, and experiment hypotheses.
- Conducted user interviews/usability tests with low-vision users; synthesized findings into journey maps and prioritized opportunities that informed the roadmap.
- Built low-to-high fidelity prototypes in Figma to validate flows (onboarding, reading controls); iterated based on observed usability breakdowns and qualitative feedback.
- Designed information architecture and navigation flows to improve content hierarchy and task efficiency across user journeys.

UI/UX Designer — Sep 2022 – Jun 2023
Saptang Labs — *Chennai, India*

- Optimized acquisition and engagement funnels through iterative dashboard UI improvements, increasing conversion rates by 30% and task completion by 25%.
- Designed enterprise support dashboards that visualized over 1M+ data points, providing diagnostic insights and actionable visibility for cybersecurity teams.
- Conducted interviews and task analysis with enterprise users; translated research insights into scalable design system components that improved usability and reduced dev time by 20%.
- Built reusable visual components and design specs aligned with system-wide guidelines; mentored peers during collaborative prototyping, improving consistency and efficiency.
- Designed for enterprise cybersecurity workflows under strict internal governance (role-based access, auditability needs, stakeholder review cycles); ensured patterns aligned with system guidelines and approvals.

UI/UX Design Intern May 2022 – Jul 2022
Design Brewery *Remote*

- Redesigned mobile-first landing and content flows for Ask Nestle, improving activation and retention by 25% through UX iteration and funnel optimization.
- Streamlined recipe discovery flow, resulting in a 40% improvement in task success rate through prototyping and iterative research testing in an agile environment.
- Collaborated with a team of 2 designers and 1 developer to deliver production-ready assets, accelerating client approval and reducing iteration cycles by 30%.
- Refined UI components and visual hierarchy based on user feedback, leading to a 20% reduction in drop-off rates on recipe and meal planning pages.

Core Skills & Tools

Design: Design Systems, Prototyping & Mockups, Product Design, User Experience, AI workflows, Interaction Design, Mobile-first & responsive, User Interface, Visual Design, Pixel-perfect UI design, Storytelling, Wireframing, Graphic Design, Accessibility Testing (WCAG/ADA), Usability Testing, Typography, Information Architecture, Interaction Patterns, Mood boarding, Visual Regression Testing.
Research: Design Thinking, User Interviews, Usability Testing, Surveys, A/B Testing, Contextual Inquiry, Data Analysis, Journey Mapping, Affinity Mapping, Persona Development, Heuristic Evaluation, Mixed methods, stakeholder insights, Analytics Dashboards.
Software: Figma, Cursor, Sketch, Photoshop, Illustrator, InDesign, After Effects, Adobe Target, Mural, Zeplin, Jira, Blender, MS Office, Miro, Framer, Rive, Balsamiq, Adobe Creative Suite, GCP, Confluence.
Collaboration: Agile Workflows, Cross-functional communication, Design Reviews, Developer Handoff, Stakeholder Alignment, Strategic Discovery, Product Vision Alignment, Concept Presentation.
Certifications: IxDF - AI for Designers, Adobe Certified Professional in Graphic Design and Illustration, IBM Enterprise Design Thinking Practitioner, Google Cloud Computing Foundations: Infrastructure in Google Cloud.

Projects

Improving Usability and Navigation on Greystar's Platform

- Enhanced onboarding experience, resulting in a 35% increase in new user adoption by streamlining navigation and improving access to essential features such as property listings, filters, and management tools.
- Boosted user engagement, leading to a 25% increase in retention rates through the simplification of task completion processes and the implementation of intuitive design enhancements.
- Explored multiple visual and interaction concepts during the discovery phase, iterating quickly to align with user needs and business priorities.

Urban Inferno Game-like Spatial Virtual Reality Experience

- Built MVP in 4 weeks and iterated via 3 usability test rounds.
- Simulated multi-stakeholder access scenarios using spatial UX flows, inspired by IoT system behavior and physical-digital interactions.
- Designed an interactive VR experience with script in Unity that merged data visualization with emotional storytelling, allowing users to feel the impact of urban planning decisions.
- Mapped complex data such as CO levels, traffic, and green cover into visually intuitive feedback loops, enhancing user awareness and decision-making.
- Conducted user testing with 10+ participants, leading to critical UI and interaction flow optimizations for improved user immersion and clarity.

Netflix UX Research Case Study

- Boosted user satisfaction to 95% and drove a 55% spike in discovery rates by revamping interaction flows and elevating content visibility.
- Elevated discovery flows with a focus on user delight, content accessibility, and intuitive engagement, driving a 55% spike in discovery rate.
- Used design storytelling and persona-driven flows to elevate feature adoption for multiple customer segments.
- Led discovery and prototyping for content discovery flows; designed and iterated multiple interaction patterns that boosted engagement by 15%.