

Muthu Krishnan

Senior Product Designer | AI-Integrated Design, Checkout, Payments & Design Systems

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of experience turning complex checkout, payments, and delivery problems into measurable business wins for global e-commerce brands. Delivered a **+20.62% conversion uplift**, **+22% checkout completion**, and an **8% reduction in cart drop-off** for a European luxury retail brand across 20+ markets, backed by rigorous A/B testing and design-system thinking. Known for pairing strong craft and taste with a builder's instinct: prototypes flows in code (Loveable, Windsurf, Vercel v0) and uses Claude and ChatGPT to move from idea to validated interaction faster. Comfortable owning ambiguity end to end, from discovery through developer handoff, in distributed, English-first teams.

CORE SKILLS

- Product Design: AI-First Product Design, Conversational and Agentic UX, Chat Interface Design, Interaction Design, Visual Design, Pixel-Perfect Execution, Design Systems
- Commerce UX: Checkout and Payments UX, Conversion Optimization, A/B Experimentation, Mobile-First Design, Information Architecture
- Research and Process: Usability Testing, UX Research, Rapid Prototyping, Design Thinking, Accessibility (WCAG AA), Omnichannel UX, Systems Thinking
- Prototyping and Code: Framer, Loveable, Windsurf, Vercel v0, Cursor, HTML, CSS, JavaScript, React (basic), Figma Prototyping
- AI and Automation: Claude (Anthropic), Claude Code, ChatGPT, Midjourney, AI-Assisted Design Workflows, LLM Prompt Engineering for UX, AI Agent UX Patterns
- Design Tools: Figma, FigJam, Maze, Zeplin, Miro, Whimsical, Adobe Illustrator, UserTesting.com, Stark
- Collaboration: Cross-Functional Team Leadership, Stakeholder Alignment, Design Governance, Design Critique Facilitation, Mentoring, Distributed Team Workflows, Jira, Asana

PROFESSIONAL EXPERIENCE

Senior Product Designer

January 2024 – Present

Publicis Sapient

Mumbai, India

- Own end-to-end design for three high-impact checkout modules (Engraving, Delivery, and Pay) for a globally recognized European luxury retail brand (Pandora) operating across **20+ markets**, 3 languages, and multiple surfaces including desktop, mobile, and chat-assisted checkout.
- Designed the Cart Summary and Traffic Lights feature for Click and Collect (UK launch, January 2026), lifting Click and Collect conversion from 36.11% to 43.56% (**+20.62%**) and improving first-step cart drop-off from 31.5% to 28.9% (**-8%**), tracked via Adobe and EasyPost Analytics.
- Leading UX discovery for 3D visualization within Pandora's Styling Studio, benchmarking competitive jewelry and adjacent 3D-builder experiences to define the interaction model for a new configurator surface.
- Led A/B experimentation across the checkout funnel (payment logo exposure, reassurance placement, breadcrumb label clarity, gift-with-purchase modal imagery), driving **+22% checkout completion** and **+9% cart-to-checkout** conversion from a gift-packaging redesign.
- Redesigned the full Delivery flow from legacy SFRA screens to modular Gemini components, covering PUDO, Click and Collect, Express, Standard, and Split Shipment, with full edge-case coverage, ETA logic, and mobile optimization.
- Rebuilt the PUDO flow end to end, including store lookup by postcode or geolocation, availability filtering, and slot confirmation, and designed a Split Shipment grouping UI integrated with the Promise Engine for dynamic ETA calculation.
- Contributed **14 net-new reusable patterns** to the Gemini Design System, including a 6-state Delivery Card, Trust Reassurance Banner, Split Shipment Group UI, and GWP/PWP Modal, all adopted cross-team without rework.
- Embedded AI directly into the design workflow: used Claude for rapid UX copy iteration, edge-case mapping, and spec documentation, and shipped interactive code prototypes in Loveable, Windsurf, and Vercel v0 that cut design-to-development feedback cycles by **~30%**.
- Built localized UI variants for **7 Latin American markets** (Panama, Mexico, Chile, Peru, Brazil, Colombia, Argentina), including CPF validation for Brazil, store lookup, language toggle, and country-specific fulfillment logic.
- Ran moderated and unmoderated usability testing (Maze, Figma click-throughs) across European and Latin American markets, and authored component anatomy documentation (Fulfillment Table) for design-system and development handoff.
- Drive design culture through stakeholder reviews, design governance, and critique facilitation across distributed, English-first teams spanning Denmark, Latin America, and the Gemini design system core team.

Senior Product Designer and UX/UI Strategist

June 2022 – December 2023

Nickelfox Technologies

Noida, India

- Led end-to-end UX for B2B and B2C digital products across fintech, health, and enterprise domains, from discovery and user flows through high-fidelity UI, interaction design, and developer handoff.

- Engineered UX for a cloud-based API platform (Coherent Spark), migrating clients off Excel-based workflows and streamlining business processes by **40%** across 10+ product features.
- Shipped complex software products with measurable business impact, designing for multiple surfaces including desktop, mobile, and responsive web applications.
- Mentored and trained a team of 5 junior designers on UX/UI principles, driving a **25% increase** in overall team productivity and project delivery efficiency.
- Collaborated cross-functionally with engineering and product teams to define problems, move quickly, and deliver high-quality solutions with full ownership and autonomy.

Senior UI/UX Designer and User Research Specialist

August 2020 – June 2022

Worldtech Electronics Co Ltd

Bangkok, Thailand

- Led UX design and usability testing for e-commerce storefronts on Lazada and Shopee, driving a **40-50% lift in creative conversion** through redesigned product and listing experiences.
- Conducted user research, including interviews and contextual inquiry, and translated findings into actionable design improvements.
- Worked directly with engineering teams to ensure implementation fidelity and design consistency across releases.

UI Designer and User Experience Strategist

December 2017 – July 2020

Teknotrait Solutions Pvt. Ltd.

Bengaluru, India

- Designed end-to-end UI/UX for web and mobile products across healthcare, enterprise, and e-commerce verticals.
- Established information architecture and interaction patterns for complex, multi-step user flows.

ADDITIONAL CASE STUDIES

Pandora - Checkout, Delivery & Payments UX (via Publicis Sapient)

E-Commerce & Retail Industry, 20+ Global Markets

Case study: muthukrishnanui.com/work/pandora (password: 26111994)

- Full case study covering the Click & Collect redesign, Delivery flow rebuild, and Gemini Design System contributions summarized under Publicis Sapient above — see link for detailed process, screens, and testing methodology.

TAQA - User Experience Strategist, Design System & App Consolidation

Utilities and Energy Industry, Dubai, UAE

Case study: muthukrishnanui.com/work/taqa (password: 26111994)

- Merged two separate utility mobile apps (AADC and ADDC) into a single bilingual (English/Arabic) application, lifting user engagement by **25%**.
- Built a comprehensive design system from scratch with variable components and responsive layouts, increasing design efficiency by **30%**.
- Key outcomes: **+25% user engagement, +30% design efficiency, +20% user satisfaction, -15% post-launch design issues.**

EARLIER EXPERIENCE

BCube Entertainments - VFX Compositor and Digital Effects Specialist, August 2017 - November 2017

Krios Digital and Media Service - Expert VFX Rotoscoping Artist, May 2016 - August 2017

MPC (Moving Picture Company) - Apprentice VFX Artist, January 2016 - March 2016

Indegene Solutions Pvt Ltd - Creative Graphics Designer, December 2014 - December 2015

EDUCATION

B.Sc Multimedia

May 2015

Bachelor of Media and Animation, Major in Design

Bengaluru, India

- Leadership: Leader, Design Team for Inter-College Competition; Winner, Design Club at Inter-Competition

CERTIFICATIONS & AWARDS

- Designing for AI - AI-First UX Patterns and Conversational Interfaces (2025)
- Master Digital Product Design: UX Research and UI Design (2025)
- Learn Figma - UI/UX Design Essential Training (2025)
- Design Challenge Winner - Inter-College Design Competition
- VFX Rotoscopy Challenge Winner

LANGUAGES

English (Professional working proficiency), Tamil (Native), Kannada and Hindi (Fluent)