

C Muthu Krishnan

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

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Senior Product Designer with 10+ years of experience shipping complex, high-quality software products across desktop, mobile, chat interfaces, and AI-first experiences. Deep specialist in interaction design, visual design, and pixel-perfect execution with a track record of driving measurable business impact — including **+20.62%** conversion uplift and **+22%** checkout completion for a globally recognised luxury retail brand across **20+ markets**. Actively integrating AI into the design workflow - using Claude, ChatGPT, and AI-powered prototyping tools (Framer, Loveable, Figma Make, Cursor, User Testing) to accelerate ideation, build functional prototypes in code, and explore conversational and agentic UX patterns. Experienced in defining new interaction patterns, contributing to scalable design systems, and leading cross-functional design with full autonomy in distributed, English-first teams. Known for exceptional craft, taste, and the ability to articulate design decisions with clarity and conviction.

EXPERIENCE

Publicis Sapient

Jan 2024 – Present

Senior Product Designer

Mumbai, IN

- Owned end-to-end design for three high-impact checkout modules — Engraving, Delivery, and Pay — for a globally recognised European luxury retail brand operating across 20+ markets, 3 languages, and multiple surfaces (desktop, mobile, chat-assisted checkout).
- Designed the Cart Summary / Traffic Lights feature for Click & Collect (UK launch Jan 2026): C&C CVR rose from 36.11% to 43.56% (**+20.62%**) and first-step cart drop-off improved from 31.5% to 28.9% (**-8%**), tracked via Adobe & EasyPost Analytics.
- Led A/B experimentation across the checkout funnel — payment logo exposure, reassurance placement, breadcrumb label clarity, GWP modal product image — resulting in **+22% checkout completion rate** and **+9% cart-to-checkout** from gift packaging redesign.
- Redesigned the full Delivery flow from legacy SFRA screens to modular Gemini components — covering PUDO, Click & Collect, Express, Standard, and Split Shipment — with full edge-case coverage, ETA logic, fallback states, and mobile optimisation.
- Contributed 14 net-new reusable patterns to the Gemini Design System — Delivery Card (6 states), Trust Reassurance Banner, Split Shipment Group UI, GWP/PWP Modal — adopted cross-team without rework.
- Integrated AI tools into the design workflow — used Claude for rapid UX copy iteration, edge-case scenario mapping, and design spec documentation; built interactive prototypes in Loveable, Windsurf, and v0 (Vercel) to communicate complex checkout interactions to engineering, reducing design-to-dev feedback cycles by ~30%.
- Built localised UI variants for 7 LATAM markets — CPF validation (Brazil), store lookup, language toggle, and country-specific fulfillment logic — aligned with local commerce laws.
- Conducted moderated and unmoderated usability testing (Maze, Figma click-throughs) across EU and LATAM markets; sketched, prototyped, and tested ideas at different fidelities to validate decisions.
- Designed component anatomy documentation (Fulfillment Table) covering all delivery method states, rules, and edge cases for design system and dev handoff.
- Contributed to design culture through regular stakeholder reviews, design governance, and design critique facilitation across English-first, distributed teams spanning Denmark, LATAM, and the Gemini DS core team.

Nickelfox Technologies
Senior Product Designer & UX/UI Strategist

Jun 2022 – Dec 2023
Noida, IN

- Led end-to-end UX for B2B and B2C digital products across fintech, health, and enterprise domains — from discovery and user flows through to high-fidelity UI, interaction design, and developer handoff.
- Shipped complex software products with measurable business impact; designed for multiple surfaces including desktop, mobile, and responsive web applications.
- Mentored and trained a team of 5 junior designers, enhancing skills in UX/UI principles, resulting in a **25% increase** in overall team productivity and project delivery efficiency.
- Collaborated cross-functionally with engineering and product to define problems, move quickly, and deliver high-quality solutions with full ownership and autonomy.

Worldtech Electronics Co Ltd
Senior UI/UX Designer & User Research Specialist

Aug 2020 – Jun 2022
Bangkok, TH

- Led UX design and usability testing for consumer digital platforms in a fast-paced product environment.
- Conducted user research — interviews, contextual enquiry, and synthesis — and translated findings into actionable design improvements.
- Worked directly with engineering teams to ensure implementation fidelity and design consistency across releases.

Teknotrait Solutions Pvt. Ltd.
UI Designer & User Experience Strategist

Dec 2017 – Jul 2020
Bengaluru, IN

- 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.

EARLIER EXPERIENCE

BCube Entertainments — VFX Compositor and Digital Effects Specialist

Aug 2017 – Nov 2017

Krios Digital and Media Service — Expert VFX Rotoscoping Artist

May 2016 – Aug 2017

MPC (Moving Pictures Company) — Apprentice VFX Artist

Jan – Mar 2016

Indegene Solutions Pvt Ltd — Creative Graphics Designer

Dec 2014 – Dec 2015

EDUCATION

B.Sc Multimedia

May 2015

Bachelor of Media and Animation; Major in Design

Bengaluru, IN

- Awards: Design Challenge Winner, VFX Rotoscopy Challenge Winner
- Leadership: Leader, Design Team for Inter-College Competition, Winner, Design Club at Inter-Competition

KEY PROJECTS

Pandora

E-COMMERCE & RETAIL INDUSTRY

Senior UX Designer - Checkout & Delivery

Copenhagen, Denmark

- Primary UX owner for Engraving (personalisation preview), Deliver (6 fulfillment methods), and Pay (gift packaging, warranty add-on, upsell modals) — 20+ markets, 24+ months.
- Designed Cart Summary / Traffic Lights (C&C) — shows per-item delivery availability inline in the bag,

allows store changes without leaving cart. UK launch May 2026.

- Rebuilt PUDO flow end-to-end: store lookup by postcode or geolocation, availability filter, slot confirmation, and mobile-optimised states.
- Designed Split Shipment grouping UI — transparent communication of separate arrivals without creating user anxiety; integrated with Promise Engine for dynamic ETA calculation.
- Led A/B test design across 5 checkout experiments: payment logo exposure, breadcrumb labels, GWP modal product image, reassurance placement, retargeting CTA.
- Localised checkout UX for 7 LATAM markets: CPF validation, C&C store lookup, fulfillment law alignment — Panama, Mexico, Chile, Peru, Brazil, Colombia, Argentina.
- **Key outcomes:** +20.62% C&C CVR · -8% cart drop-off · +22% checkout completion · +9% cart-to-checkout · -18% Engraving drop-off · 14 Gemini DS patterns · 10+ countries live

TAQA

User Experience Strategist - Design System & App Consolidation

Utilities and Energy Industry

Dubai, UAE

- Merged two separate utility mobile apps (AADC and ADDC) into a single bilingual (English/Arabic) application — improving 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-related issues.

Coherent Spark

User Experience Strategist - Cloud Platform

Technology/Software Industry

Hong Kong

- Engineered UX for cloud-based API services migrated from Excel workflows, streamlining business processes by 40% and impacting 10+ product features.

SKILLS & TOOLS

- **Product Design:** AI-First Product Design · Conversational & Agentic UX · Chat Interface Design · Interaction Design · Visual Design · Pixel-Perfect Execution · Design Systems · Checkout & Payments UX · Conversion Optimisation · A/B Experimentation · Mobile-First Design · Information Architecture · Usability Testing · UX Research · Rapid Prototyping · Design Thinking · Accessibility (WCAG AA) · Omnichannel UX · Systems Thinking
- **Prototyping & Code:** Framer · Loveable · Windsurf · Vercel (v0) · Cursor · HTML/CSS/JS · React (basic) · Figma Prototyping
- **AI & 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](https://www.usertesting.com) · Stark (Accessibility)
- **Collaboration:** Cross-functional team leadership · Stakeholder alignment · Design governance · Design critique facilitation · Mentoring · Distributed team workflows · Dev & QA handoff · Jira · Asana

OTHER

CERTIFICATIONS

- Designing for AI – AI-First UX Patterns & Conversational Interfaces

- Master Digital Product Design: UX Research & UI Design
- Learn Figma – UI/UX Design Essential Training

LANGUAGES

- **English** (Professional working proficiency) · **Tamil** (Native) · **Kannada, Hindi** (Fluent)