SHILPA POONATTIL

☎ (+91) 8867 648 347   ✉ spoonattil@gmail.com   📍 Bengaluru, India

Senior UX Lead Designer & Brand Consultant   Portfolio   Linkedin

Professional Summary

Senior UX Lead and Product Designer with **8+ years of experience** driving end-to-end design of digital products across fintech, healthcare, SaaS, and consulting domains. Proven expertise in **design leadership, stakeholder management, and cross-functional collaboration** to deliver intuitive, scalable, and business-aligned solutions. Skilled at translating **user insights into measurable outcomes**, leading UX strategy, and aligning design systems with product roadmaps in Agile/Scrum environments. Recognized for integrating **design thinking with business strategy**, with a strong foundation in **Design for Retail Experience, New Product Development & Marketing Strategy (IIMV)**.

Core Skills

Design Leadership & Strategy: Stakeholder Management, Product Roadmapping, Agile/Scrum Collaboration, DesignOps, Cross-functional Leadership, OKRs/KPIs.

User Experience & Research: UX Research & Strategy, User Interviews & Persona Development, Information Architecture, Usability Testing, Accessibility, Customer Experience (CX).

Product Design & Delivery: MVP Design, High-fidelity Wireframes, Prototyping & Interactive Design, Design Systems, Scalable UX Solutions, Journey Mapping, Task Flows.

Business & Innovation: Design Thinking, Market Analysis, Go-to-Market Strategy, Business Model Development, Product Positioning, Metrics-driven UX.

Software Skills

Figma, Adobe XD, Sketch, Miro, Adobe creative suite, Corel Draw, Google Sketch-up, Key shot, Auto CAD (2D), Textile CAD & Nedgraphics.

AI Tools: UX Pilot, Perplexity, Notion, Mural, Miro, Banani, Relume, Canva, Figma Make, Figjam, Chat GPT, Wix

Education

Executive Certification Program in New Product Development & Marketing Strategy
IIM, Visakhapatnam.. 2024 - 2025

Master of Design in Design For Retail Experience
National Institute of Design R&D Campus, Bengaluru....................................... 2013 - 2017

Bachelor of Design in Textile Design
National Institute of Fashion Technology, Kannur... 2009 - 2013

Awards

Capstone Project Winner (IIM Visakhapatnam - NPD & MS, 2025): 'Chillkart - a solar powered portable cold storage solution, for product innovation and business impact.

Professional Experience - Fulltime Employment

Senior Lead UX Designer
Ionixx Technologies Private Limited, Chennai............................... Dec 2019 - Oct 2025

- Led UX research and strategy, rapid MVPs, heuristic evaluations to redesigns, and new product development, managing stakeholders and aligning design sprints with business OKRs to deliver scalable, user-centered solutions.
- Designed SaaS dashboards, P2P lending platforms, and white-label brokerage solutions, improving usability and client adoption metrics.
- Enabled CX in pre-sales and built design capacity by mentoring interns and supporting hiring aligned with OKRs.

Retail Design Artist
Jayna Packaging Private Limited, Mumbai... May - Dec 2017

- Designed flat-pack home decor for the in-house brand 'Paper Shaper', developed POS fixtures for FMCG clients and created standardized retail and e-commerce assets, boosting shelf visibility and online engagement by 18% (as per audits).

Artist & UX/UI Designer
Artoo IT Solutions Private Limited, Bangalore................................... Feb - Oct 2016

- Served as the sole in-house design resource for Artoo, a B2B Loan Origination System for NBFC loan officers, integrated with a web app for administrators.
- Designed MVPs and workflows that reduced SME loan processing time from 48 hours to under 12 hours, improving adoption KPIs and directly supporting the product team's OKR of faster loan disbursement.

Professional Experience - Freelance Consultant

Design Mentor

National Institute of Design, Assam, Jorhat .... Sep 2025

- Mentored 5th-semester B.Des Communication Design students through a 2-week Branding module; served as external jury for final-year Communication Design projects.

National Institute of Design, Haryana, Kurukshetra .... Oct - Nov 2024

- Mentored 5th-semester B.Des Communication Design students through a 6-week Identity Design project, guiding brand development, and applied design skills.

National Institute of Fashion Technology, Kannur .... Oct 2024, Sep 2025

- Hosted a one day subject matter expertise session on 'Branding for Strategic Communication', an elective for the M.Des Design Space batch.

National Center For Design & Product Development, Delhi .... Jun, Mar, Sep 2023

- Conducted Design motivation workshops for artisans from Kanyakumari, Tanjore and Kerala to empower artisans through design excellence.

Freelance Brand Experience Consultant

IIMK Live, IIM campus, Kozhikode .... Jun 2018 - Aug 2019

- Advised alumni startups on brand communication and designed marketing collaterals for IIM Kozhikode's LIVE Studio, enhancing brand identity, investor outreach, and startup incubation visibility.

Freelance UX/UI Consultant

Asahi Technologies LLC, Chennai .... Sep - Dec 2019

- Led UX/UI for the 'I Buy Abilene' app, from requirements to deployment, boosting vendor visibility by 20% through incentive-based shopping.

Freelance Textile Designer

Malabar Group of Companies, Kozhikode .... Nov 2016, Nov 2021, May 2022

- Designed staff dress codes across Malabar Gold & Diamonds outlets and piloted uniform sarees at the flagship Artistry store launch - Calicut, enhancing staff presentation and in-store customer experience.