

SHAMA HINA D

UI UX Designer & Product Designer

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PROFILE SUMMARY

Senior Product Designer with 4+ years leading end-to-end design for SaaS, edtech, consultation and e-commerce products across mobile, tablet and web. Specialises in multi-role platforms, AI-powered features and scalable design systems, using Figma and Claude Design to deliver polished, developer-ready UI.

WORK EXPERIENCE

Product Designer

Consultation Platform

12/2025 – Present

Remote, Delhi

- Leading end-to-end product design in Figma for a multi-sided consultation platform across four surfaces: user app, consultant app, admin panel, and marketing flows.
- Designed consultant authentication and verification, establishing a trust layer before consultants go live on the platform.
- Designed a streamlined consultation booking journey that takes users from finding a consultant to a confirmed session in a short, low-friction flow.
- Designed instant consultant calls, giving users a real-time path to connect with an available consultant without scheduling.
- Designed admin flows for managing consultants, users, and bookings, as well as marketing flows to support user acquisition.

Product Designer

Kashcool

02/2024 – 07/2026

Remote, Kuwait

- Led the end-to-end product design of Kashcool's AI-powered learning platform across mobile, tablet, web app, and website for the Saudi Arabia and Kuwait markets.
- **Phase 1 (Figma):** Established Kashcool's visual identity by designing the logo, color palette, and core brand guidelines, creating a consistent visual language across its digital products.
- Designed interactive curriculum learning with video lessons, quizzes, Question Bank, 3D experiments, and homework verification.
- Designed AI-powered learning experiences, including a Subject AI Tutor for personalized doubt clarification and an English Expert with gamified, scenario-based learning.
- Designed Qudrat & Tahsili competitive exam preparation with practice quizzes, exam mode, question explanations, and performance tracking.
- **Phase 2 (Claude Design):** Redesigned the platform into a library-style experience, enabling students to explore grades, try the platform, purchase their preferred grade, and access its complete curriculum.
- Created a structured Lesson Journey and progress experience, helping students clearly understand completed lessons, current progress, and what to learn next.

Product Designer

Matwo

01/2025 – 08/2025

Remote, Coimbatore

- Designed an end-to-end building-materials e-commerce app and admin dashboard serving B2C and B2B customers, including GSTIN-based business registration.
- Delivered high-fidelity screens covering discovery, wishlist, cart, checkout, returns, exchanges, and EMI payments.
- Designed B2B bulk ordering with tier-based pricing and exclusive offers for verified business customers.
- Designed the admin dashboard for inventory, order processing and sales analytics, backed by a reusable component system for consistent developer handoff.

Brand Designer

Myti

07/2024 – 08/2024

Remote, Coimbatore

- Designed a complete brand identity system, including logo, color palette, and visual guidelines for a women's fashion brand

- Created comprehensive brand collateral suite: business cards, thank you cards, custom stickers, and creative packaging wraps featuring signature women icon design.
- Developed a detailed brand guidelines manual covering logo usage, color standards, typography hierarchy, and brand values to ensure consistent visual identity.
- Designed customer touchpoint materials, including packaging, clothing tags, envelopes, and storefront elements, maintaining cohesive brand aesthetic.
- Established formal customer communication templates for order confirmations and brand messaging. Executed a complete brand design system in Figma, including moodboard development and scalable design assets.

UI/UX Designer

Young Minds Technology Solutions Pvt Ltd

08/2023 – 02/2024

Remote, Tirupati

- Launched the MYTRIPPR Cab Booking Mobile App, resulting a rise in downloads due to its user-friendly design.
- Created a billing software interface that reduced the time taken to process invoices by 30%, greatly appreciated by businesses.
- Developed an HRMS Application that improved employee engagement through easy access to work-related features.
- Built the Raja Education Platform, increasing enrollments in courses with its straightforward and engaging interface.
- Designed the Joshith website and app, increasing the number of contract opportunities accessed by 28%.

UI/UX Designer

Infinity Pillars

11/2022 – 08/2023

Remote, Delhi

- ERP: Redesigned an ERP system for a political organization, improving their operational efficiency. Developed a design that catered to different user roles, making processes 35% faster to complete.
- Design Lyric: Created a real estate website for Design Lyric that led to a 60% increase in client inquiries due to its attractive and easy-to-navigate portfolio. Enhanced the property browsing interface, increasing the time users spend on the site by 43% and improving the rate of lead conversions.
- UPSMP: Overhauled the Uttar Pradesh Board Exam Result Portal, making it easier to navigate and leading to a increase in website traffic. Designed a clearer and more informative interface, reducing the number of help inquiries and improving the user experience.

Product Designer

STEAM Troops Innovation Labs Pvt. Ltd.

08/2022 – 10/2022

- Led the UI/UX design of the Yisit App and its landing page, achieving a 45% increase in user engagement through an easy-to-use science experiment platform.
- Boosted subscription rates for experiment kits by 25% by focusing on clear, straightforward kit instructions.
- Improved the user journey, resulting in a decrease in users leaving the platform prematurely. - Worked closely with educators to create a user-friendly learning experience, increasing user satisfaction

UI/UX Designer

Adbux

01/2022 – 08/2022

Remote, Chennai

- Gained hands-on experience with Figma, learning UI design fundamentals, components, auto-layout, and basic prototyping
- Assisted in designing web and mobile UI screens, focusing on layout, spacing, and visual hierarchy
- Worked on wireframes and low-fidelity designs under guidance from senior designers
- Learned and applied UX basics such as user flows, usability principles, and consistency across screens
- Collaborated with the design team to make iterations based on feedback
- Developed a strong foundation in design systems, typography, and color usage

CORE SKILLS

PRODUCT & UX: Product thinking, end-to-end product design, multi-role platforms (user, provider, admin), booking and marketplace flows, onboarding and verification, AI-powered product features, UX research, user flows, information architecture, wireframing, usability testing, accessibility.

UI & SYSTEMS: UI design, interaction design, responsive and cross-platform design (mobile, tablet, web), design systems and component libraries, high-fidelity prototyping and micro-interactions, brand identity

TOOLS: Figma (Auto Layout, Components, Variants, Prototyping), Claude Design, Framer, Canva, AI-assisted design tools

EDUCATION

Bachelor of Technology in Computer Science

B.S Abdur Rahman Crescent Institute of Science and Technology

2020

Chennai