

JITHIN RP

Senior Product Designer

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Australian Permanent Resident (Subclass 190) | Full Working Rights

SUMMARY

Senior Product Designer with 9+ years of experience leading end-to-end UX for B2B enterprise platforms and consumer mobile apps used by millions of people. Proven track record of measurable business outcomes — including a 26% reduction in booking cancellations, a 2.4x uplift in user engagement, and 60% faster developer handoff through scalable design systems. Skilled in human-centred design, design leadership, motion design and WCAG 2.1 AA accessibility, with strong agile and cross-functional delivery experience. Based in Victoria, seeking senior product design roles within Australian enterprise and consumer technology organizations.

KEY SKILLS

- **Product & UX Design:** end-to-end UX, human-centred design, service design, interaction design, wireframing, prototyping, user flows, production redlines
- **Design Systems & Accessibility:** scalable design systems, design tokens, component libraries, style guides, WCAG 2.1 AA compliance, responsive design
- **Research & Strategy:** usability testing, stakeholder interviews, contextual inquiry, persona hypothesis, A/B testing, conversion optimization, product strategy
- **Motion, Data & AI:** motion design, micro-interactions, Lottie animation, data visualization, data-driven personalization, AI-augmented design workflows
- **Leadership & Collaboration:** design leadership, mentorship, cross-functional collaboration, agile delivery, stakeholder engagement, design critique, developer handoff

TOOLS

Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Rive, Spline, Jitter, Framer, Miro, Jira, Confluence, Metabase, CleverTap, Notion, Claude / Claude Code, Cursor, Kling AI, Canva

CAREER HISTORY

Playo

Sports community platform connecting players, venues and games across India — 5M+ users.

Senior Product Designer (Sole Designer) March 2020 – August 2026 | Bengaluru, India

- Redesigned the slot booking experience through human-centred research, journey mapping and usability testing, reducing booking cancellations by 26%.
- Boosted user engagement by 2.4x by designing a data-driven, personalized booking experience that increased retention and booking frequency.
- Architected a comprehensive design system — components, tokens and documentation — cutting developer handoff time by 60% across cross-functional teams.
- Designed a scalable Game Format system to organize 6,000+ games, improving content discoverability and navigation efficiency.
- Led motion design and micro-interaction strategy across the mobile app, improving perceived performance and user delight.

JoVE

Global scientific education platform serving universities and research institutions.

Product Designer (Contract) February 2024 | Remote

- Designed a user-friendly quiz builder supporting diverse question formats and an intuitive professor dashboard, recognized internally as “Best Project of 2024.”
- Applied human-centred design principles throughout, directly improving platform educational outcomes.

Recrosoft Technologies

B2B software services firm building enterprise platforms across multiple industries.

Product Designer*January 2019 – March 2020 | Bengaluru, India*

- Designed end-to-end UX/UI for B2B enterprise products, translating complex stakeholder requirements into intuitive, accessible interfaces.
- Built a scalable design system that reduced design-to-development handoff time by approximately 40%.
- Facilitated stakeholder workshops and usability reviews to align business requirements with end-user needs.

TechnoRishi

Junior Product Designer*June 2017 – December 2018 | Bengaluru, India*

- Solely responsible for the complete UI/UX of the company website, ensuring full responsiveness and WCAG 2.1 AA accessibility across mobile, tablet and desktop.
- Created brand-aligned visual systems, illustrations and marketing collateral to support business development.

MENTORSHIP

Designerrs UI UX Academy

UX Mentor*2024 – 2026*

- Mentored 20+ aspiring UX designers in human-centred design thinking and portfolio development — 10+ students placed within two weeks.

EDUCATION

Master of Computer Applications (MCA) — Kristu Jayanti College, Bengaluru, India | 2017

Assessed as equivalent to AQF Level 9 (Australian Qualifications Framework)

Bachelor of Computer Applications (BCA) — Kristu Jayanti College, Bengaluru, India | 2014

ACHIEVEMENTS & CERTIFICATIONS

- Google Play Inspiring App of the Year 2023
- Most Loved Animator — LottieFiles community recognition for motion design, 2019
- Featured in Wall of Portfolios — recognized within the international design community
- Mobile User Experience Certification — Interaction Design Foundation (IDF)

REFERENCES

Available upon request. Portfolio case studies and project walkthroughs available at jithinrp.com.