

# Abel Sam Eldo

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Experienced Product Designer with 5+ years designing intuitive, data-driven experiences across SaaS and consumer-facing platforms. Skilled in simplifying complex workflows, aligning regulatory requirements with user needs, and collaborating with cross-functional teams to deliver high-impact solutions. Passionate about usability, accessibility, and driving measurable outcomes through design thinking and rapid prototyping.

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## Work Experience

### Webshop Picker/Packer

*Paul Byron Shoes, Roscommon*      Sep 2025 - Present

- Collaborated closely with team members to swiftly and accurately pick and pack online orders, consistently meeting tight deadlines while adapting quickly to new systems and workflows to ensure high customer satisfaction.

### UX Team Lead

*Flooid, Bangalore*      Jan 2023 - Dec 2023

- Led end-to-end product design for consumer and enterprise applications through Lean UX and agile collaboration, improving usability and business alignment.  
- Redesigned user flows and aligned business goals with user needs for HerKey, boosting user engagement by 40% and user adoption by 8%.  
- Mentored four designers, fostering a culture of design excellence and strategic thinking across the team.

### UX/UI Designer

*This Is DMG, Remote*      Apr 2022 - Dec 2022

- Developed wireframes for a trend radar tool, optimizing user interaction and experience.  
- Optimized internal design processes to improve team productivity and design output quality.

### Senior UX/UI Designer

*TruKKer, Bangalore*      Feb 2021 - Apr 2022

- Spearheaded redesign of fleet dashboard using heatmap analysis and user interviews, boosting adoption by 25%.  
- Delivered high-fidelity prototype and interaction patterns for complex SaaS workflows, aligning with business priorities.  
- Collaborated with cross-functional teams in agile sprints to ensure timely and impactful design delivery.

## UI/UX Designer

*Three38, Bangalore*

Jan 2020 - Feb 2021

- Conducted user research and designed wireframes for Kristu Jayanti College mobile app, achieving 10,000+ downloads and a 4.2 Play Store rating by prioritizing usability for students.
- Revamped DropMyGift's UI using user-centric design, increasing engagement by 10%.
- Designed logos, posters and social media campaigns for multiple clients.

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## Freelance & Volunteer Projects

### Web Designer (Volunteer)

*Grace Community Church, Roscommon*

May 2025 - Jun 2025

- Developed a website for a community organisation using Framer, enhancing its digital presence.

### Brand Designer (Contract)

*Pages, Remote*

Feb 2025 - Mar 2025

- Executed brand refresh, delivering logo systems, typography hierarchies, and colour palettes that aligned with Pages' vision.
- Designed and launched an interactive brand guideline and maintained brand consistency.

### Consultant UI/UX Design (Contract)

*HerKey, Remote*

Sep 2024 - Dec 2024

Conducted usability studies and revamped 'Session' cards, resulting in increased user engagement and improved usability.

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## Education

### Diploma in UX Design

*UX Design Institute, Dublin*

Jul 2024 - Jul 2025

### Master's in Computer Application

*Bangalore University*

Aug 2017 - Oct 2020

### Bachelor's in Commerce

*University of Mumbai*

Aug 2014 - Apr 2017

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## Skills

### Design & Strategy

Interaction Design, End-to-End Product Design, Design Systems, Accessibility (WCAG), Strategic Thinking, Problem Solving, User-Centric Design, Design Thinking, Presentation Skills, Mentoring

### Research & Process

User Research & Analysis, Journey Mapping, Wireframing, Storyboarding, Information Architecture, User Testing, High-Fidelity Prototyping, Agile, Lean UX

### Tools & Tech

Figma, Adobe XD, Illustrator, Premiere Pro, Photoshop, Framer, HTML, CSS, JavaScript basics