

BOBIN THOMAS

Senior Product Designer | UX/UI | Design Systems | AI-Driven Design

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience translating complex business problems into intuitive, scalable digital products across SaaS, ERP, fintech, edtech, and eCommerce. Combine strong product design thinking — from user research and problem framing to interaction design, prototyping, and validation — with hands-on expertise in AI-driven design workflows, design systems, and end-to-end UX/UI craft. Architect machine-readable Figma design systems with semantic variables, component variants, and design tokens that bridge design intent and code generation, and integrate AI tools to accelerate research, ideation, and iteration. Proven design leader skilled at aligning stakeholders, mentoring teams, and shipping user-centered solutions that drive product adoption, operational efficiency, and measurable business outcomes.

CORE STRENGTHS

- **Product Design Thinking:** Systems thinking, problem framing, opportunity sizing, end-to-end human-centered design — from discovery and research to interaction design, validation, and iteration.
- **AI-Driven Design:** Integrating AI into product design workflows — generative ideation, AI-assisted user research synthesis, personalization, conversational interfaces, and design-to-code acceleration.
- **UX/UI & Interaction Design:** Information architecture, user flows, wireframing, high-fidelity interaction design, prototyping, and usability validation across web, mobile, and enterprise platforms.
- **Design Systems:** Scalable multi-tier Figma systems built with Auto Layout, semantic variables, component variants, booleans, and design tokens; 250+ component libraries with WCAG accessibility and clean engineering handoff.
- **Visual & Interface Design:** Layout, typography, color, component structure, branding, and visual hierarchy across consumer and enterprise products.
- **User Research & Validation:** Stakeholder interviews, usability testing, journey mapping, heuristic evaluation, and structured design review with written critique.
- **Design Leadership:** Mentoring designers, facilitating design reviews, partnering with PMs and engineers on roadmaps, success metrics, and design-to-code pipelines.
- **Tools:** Figma, Adobe XD, Sketch, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Miro, FigJam, HTML/CSS/JS, AI-assisted design and research tools.

PROFESSIONAL EXPERIENCE

Product Designer | JBPB Offshore Pvt. Ltd. (formerly *HikeOn Technologies*) Oct 2024 – Present

- Lead end-to-end product design for a custom eCommerce ERP, owning discovery, problem framing, interaction design, prototyping, and validation to unify complex retail workflows into elegant, scalable interfaces.
- Designed and shipped 8+ AI use cases across the product — including AI-assisted user research, personalized customer experiences, and intelligent interaction patterns — embedding data-driven insights directly into eCommerce workflows.

- Architected a 250+ component design system in Figma using Auto Layout, semantic variables, variants, and design tokens, ensuring WCAG accessibility and clean handoff to a Vue.js frontend.
- Partnered with engineering and UX leadership to align design strategy with business goals, improving product adoption, operational efficiency, and design-to-code velocity.
- Run structured design reviews and stakeholder critique sessions, evaluating prototypes against usability, accessibility, and visual hierarchy criteria.

Lead Experience Designer & Co-founder | *AUSYS Pty Ltd.*

Sep 2023 – Oct 2024

- Co-founded a UX and product design studio delivering end-to-end product design, design systems, and prototyping for clients across multiple industries on a fully remote model.
- Led product design and UI direction across multiple engagements, owning everything from discovery and user flows to high-fidelity interaction design and visual quality.
- Experimented with AI-powered design and research tools to accelerate ideation, content generation, and rapid prototyping for client work.
- Worked independently with distributed clients, managing scope, scheduling, and deliverables across time zones.

Sr. Technical Manager – UI/UX | *3i Infotech Pvt. Ltd.*

Aug 2017 – Sep 2023

- Drove UX/UI strategy and execution across enterprise SaaS, fintech, and digital banking products, delivering frictionless banking and payment experiences for prestigious clients.
- Established standardized UI frameworks, UX principles, and design system documentation across platforms, improving consistency, accessibility, and visual quality.
- Conducted user research, usability testing, and heuristic evaluation to inform iterative design decisions, producing written reports and structured recommendations.
- Managed design workloads using Agile methodology and partnered with product and engineering on roadmaps, success metrics, and delivery.

Lead UX Designer | *iTriangle Infotech Pvt. Ltd.*

Aug 2016 – Aug 2017

- Conceptualized and produced low- and high-fidelity wireframes, mockups, and prototypes, defining clear UI direction and interaction patterns across product features.
- Led brainstorming sessions on user research, interaction design, and visual design, translating ambiguous requirements into structured design artifacts.

UI Architect | *Phenomtec Solutions Pvt. Ltd.*

Sep 2011 – Aug 2016

- Developed design patterns, branding standards, and functional prototypes for web and mobile products, standardizing UI frameworks and UX principles across multiple devices.
- Defined and executed digital strategy initiatives, partnering with marketing and engineering to enhance product visibility and user engagement.

Sr. Interaction Designer | *Symphony Services*

Mar 2008 – Sep 2011

- Designed user interfaces for travel and tourism applications (Orbitz), contributing to user research, usability analysis, prototyping, wireframing, and heuristic analysis.

Earlier Roles | *Thoughtcell Infotech, Quantasoft Technologies*

Aug 2003 – Mar 2008

- Graphic Artist / Web Developer and E-learning Developer roles — built foundations in visual design, typography, composition, and interactive digital media production.

EDUCATION, CERTIFICATIONS & LANGUAGES

- **BCA -2011**
- **Google UX Design Certificate** – In progress
- **Languages:** English, Hindi, Kannada, Malayalam, Tamil.