Deepak Pandey

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with **7+ years** of design experience across AI-powered e-commerce, B2B SaaS, and enterprise software. Proven record of shipping user-centered products that deliver measurable outcomes — reducing user drop-offs by **15%**, improving engagement by **10%**, and accelerating design cycles by **30%**. Deep expertise in Figma, design systems, UX research, prototyping, and cross-functional collaboration with globally distributed teams.

WORK EXPERIENCE

Independent — Freelance & Digital Products · Remote (Mumbai) Oct 2025 – Present
Product Designer & Builder

- Designing end-to-end UX/UI for D2C and SaaS clients globally — including **Kcankouran**, a luxury swimwear e-commerce experience (mobile-first, 6+ pages), and **Sniffys**, a D2C wellness brand site delivered from zero (**+35%** homepage conversion, **+48%** average session time).
- Building and quietly scaling a portfolio of self-owned digital passive-income products — i864calculator.com, timecardtally.com, and bedoomready.com — owning product design, build, and growth end-to-end.
- Growing a UX-focused YouTube channel, translating real product work into teaching content on design process, systems thinking, and shipping.

Securelytix · Bangalore Nov 2024 – Oct 2025
Senior Product Designer

- Accelerated design and iteration cycles by **30%** using AI-powered generative design tools for rapid wireframing and concept exploration, reducing time-to-stakeholder-feedback from days to hours.
- Designed scalable dashboards and data visualization modules for PII data compliance workflows, enabling security teams to surface critical insights and complete admin tasks faster.
- Built a comprehensive design system with reusable UI components, streamlining design-to-development handoff and ensuring visual consistency across the entire product suite.
- Shipped a full SaaS pilot end-to-end in **45 days** — covering dashboards, admin workflows, and a scalable design system — under tight enterprise delivery constraints.

Interco Trading Co. · USA (Mumbai — Remote) Aug 2023 – Jul 2024
Senior Product Designer

- Led end-to-end UX design for a new ERP system with AI-driven process automation, increasing internal operational efficiency by **15%** across procurement and inventory workflows.
- Redesigned the buyer journey using AI-powered user behavior analysis, achieving a **10%** increase in user engagement and improved session depth.
- Resolved critical UX bottlenecks in the Combo Products buying journey through predictive analytics-informed redesign, reducing user drop-offs by **15%** and recovering significant lost revenue.
- Collaborated across CDT/CST timezone for **11 months** with cross-functional US stakeholders, maintaining consistent delivery velocity and zero missed milestones through async design workflows.

MyGlamm · Mumbai Jul 2022 – Jul 2023
Senior UX Designer

- Designed "Shade Finder," an AI-powered proprietary SaaS tool using computer vision for real-time foundation shade matching, reducing product return rates by **8%** and increasing customer purchase confidence.
- Spearheaded UX design for the WYN Beauty eCommerce platform launch (in collaboration with Serena Williams) for USA and Canada markets, applying AI-driven market research to localize the user experience.
- Led UX research and design across **6** MyGlamm sub-brands, establishing shared design patterns and a consistent component library that reduced duplicated design effort across teams.
- Conducted end-to-end UX research training and implemented solutions that directly impacted product quality across the entire MyGlamm product ecosystem.

Maglu Design Studios · Mumbai 2018 – 2022
Junior UX Designer (2019 – 2022) · Design Intern (2018 – 2019)

- Joined an animation and design agency as an intern and grew into a full-time Junior UX Designer, contributing to UI, visual, and motion design across client projects.
- Designed interfaces, brand assets, and animation-driven experiences end-to-end, building the foundational UX craft and systems thinking carried into later senior roles.

Freelance Product Designer · Independent (Remote) 2016 – 2018

- Delivered UI design, prototyping, and UX strategy for multiple early-stage startups and product teams across e-commerce, mobile apps, and SaaS products.

SKILLS & TOOLS

Product Design

UX Design · UI Design · Interaction Design · Visual Design · Information Architecture · Design Systems · Prototyping · Wireframing · User Research · Usability Testing · A/B Testing · User Journey Mapping · Workshop Facilitation

Tools

Figma · Adobe XD · Sketch · InVision · Principle · Zeplin · Miro

AI & Emerging Tools

ChatGPT · Gemini · Midjourney · DALL·E · Uizard · Galileo AI · Figma AI Plugins · AI-Assisted Prototyping · Generative AI for Design

Collaboration

Cross-functional Collaboration · Agile/Scrum · Design Sprints · Async Remote Workflows · Stakeholder Management · Design-to-Development Handoff

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SELECTED PROJECTS

Shade Finder · MyGlamm

AI-powered proprietary SaaS tool using computer vision for real-time foundation shade matching. Designed end-to-end — reduced return rates by **8%** and increased customer purchase confidence. Case Study →

Combo Products Redesign · MyGlamm

Redesigned the UX for MyGlamm's combo product buying journey, eliminating drop-off bottlenecks through research and analytics. Contributed to a **15%** reduction in user drop-offs and recovery of significant lost revenue. Case Study →

PII Data Protection Dashboard · Securelytix

Designed Securelytix's B2B compliance SaaS from scratch — dashboards, admin workflows, and full design system. Shipped complete pilot in **45 days**. Case Study →

ACHIEVEMENTS

- Reduced user drop-offs by **15%** at MyGlamm by redesigning the combo product buying journey, directly recovering millions in potential lost revenue.
- Shipped a complete SaaS pilot in **45 days** at Securelytix — dashboards, admin workflows, and design system — under enterprise delivery constraints.
- Accelerated design iteration speed by **30%** at Securelytix through integration of AI-powered design tooling.
- Designed WYN Beauty's eCommerce launch experience for USA and Canada markets in collaboration with Serena Williams — shipped on time and fully localized.
- Maintained **11 months** of zero-missed-deadline delivery on a US-timezone engagement (Interco) while working fully remotely from Mumbai.

ENTREPRENEURIAL EXPERIENCE

Companies Founded · 2015 – 2017

Maglu — Social Video Network *(Seed-funded by IEC)*

Founded and led product design for a short-form social video platform. Designed the full consumer-facing product — onboarding, content creation tools, feed, and social graph. Secured seed funding from IEC.

Meccaniko — Doorstep Car Mechanic Service

Founded and designed the end-to-end service experience for an on-demand doorstep car repair platform — customer app, mechanic onboarding flow, and booking journey.

Kings Enterprises — Device Skins Brand

Founded a D2C product brand designing and selling premium skins for iPhones and iPads. Designed all product visuals, packaging, and brand identity.

EDUCATION

R.J. College, University of Mumbai

Bachelor of Commerce · 2012 – 2015

Self-Directed UX/UI Design Education

2015 – Ongoing · Built through startup product development, freelance client work, and senior roles at MyGlamm and Securelytix — accelerated by crash courses on Udemy and YouTube, which taught more, faster, than any traditional design school.

LANGUAGES

Hindi — Native
English — Fluent
German — Beginner
Japanese — Beginner

Currently learning German — so one day I can visit Munich and experience its finest engineering and beers up close.