

Deepak S

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 17 years of experience driving end-to-end product design, UX discovery, user research, and scalable design systems for consumer and B2B platforms. I specialize in turning ambiguous user problems and complex business logic into clean, intuitive product flows that drive engagement and retention. Over the past decade, I focused on advanced Figma workflows (auto-layout, component variables, interactive prototyping), DesignOps, WCAG AA accessibility, and frontend engineering (React, Next.js, HTML5, CSS3). I leverage agentic AI tools to rapidly validate functional prototypes directly in the browser.

CORE SKILLS & TOOLKIT

- **Product Design & Discovery:** End-to-End Product Design, UX Research, User Journey Mapping, Wireframing, Rapid Prototyping, Information Architecture, Product Strategy.
- **Systems & Governance:** Figma (Expert Auto-Layout, Component Libraries, Variables, Tokens), Design Systems, Design Operations (DesignOps), WCAG 2.2 AA Accessibility.
- **Testing & Business Metrics:** Usability Testing, Quantitative/Qualitative Research, Retention & Engagement Metrics, Conversion Rate Optimization (CRO), A/B Testing.
- **AI & Code Prototyping:** Google Antigravity, Claude Code, Cursor, v0, ChatGPT, Claude, React, Next.js, HTML5, CSS3, Git/GitHub.
- **Visual & Motion Craft:** Photoshop, Illustrator, After Effects (Micro-Interactions), InDesign, Visual Storytelling.

PROFESSIONAL EXPERIENCE

HR.com - Senior UI/UX Designer & Frontend Developer

Remote (Canada-based company) | 2018 - Present

- **End-to-End Product Ownership:** Owned product design workflows from discovery to high-fidelity Figma specs for web platforms serving over 2 million professionals.
- **User Research & Discovery:** Conducted regular usability evaluations, mapping pain points and user journeys to streamline key registration and onboarding funnels.
- **Design Systems Governance:** Maintained tokenized component libraries in Figma, bridging product requirements with engineering constraints for consistent execution.
- **Workflow Automation Tools:** Designed and implemented interactive workflow utilities that eliminated manual asset configuration and accelerated production cycles.
- **Cross-Functional Leadership:** Collaborated directly with product managers and engineers to stress-test UX edge cases and establish measurable success metrics.

SELECTED PROJECTS

Supplier Query (Enterprise Design System & B2B Case Study)

- **Role:** Principal Product Designer & Systems Architect
- **Overview:** Conducted end-to-end UX research and architected an enterprise design system in Figma for complex supplier workflows. Standardized WCAG AA-compliant components, spacing scales, and high-density data tables, reducing navigation steps across procurement modules.

SF Travels (Premium Booking & Lead-Gen Platform)

- **Role:** Designer & Frontend Developer (AI-Assisted)
- **Overview:** Designed and built a responsive booking platform using Astro v4, React, and Leaflet Maps API. Architected multi-channel lead funnels, interactive itinerary flows, and direct conversion funnels with fluid mobile-responsive touch targets.