

Rishin V Thomas

Product & User Experience Designer

User Experience & Product Designer with 5+ years of total experience across B2B, B2C & SaaS in with core competency in building digital products and services to solve real-world problems.

DESIGN PORTFOLIO www.rishinthomas.com

WORK EXPERIENCE

Publicis Sapient | Senior UX Designer

Nov 2023 -Present

- Designing for a major retail client operating across the US and EU, focusing on their B2C mobile application.
- Driving feature enhancements, discovery, loyalty programs, and global wallet experiences to improve customer engagement.
- Optimized the payment experience for fuel purchases, increasing the conversion rate from 58.9% to 96.2%.
- Previously led UX design for a leading UK financial organization, successfully delivering a B2C product.
- Transforming manual API integration processes into automated solutions, increasing developer productivity by 40%.
- Conducting multiple design critiques with the team to continuously enhance design quality.
- Leading an internal initiative at Publicis Sapient with a team of three, focused on elevating designers' profile and visibility.

Affinidi | Senior Product Designer

Jan 2022 -Nov 2023

- Worked as the sole designer for a privacy-preserving identity application that resulted in over 1 million downloads.
- Conducted usability testing for the application, resulting in a 55% decrease in drop-off rate.
- Conducted a UX audit of the app and recommended changes to improve the user experience.
- Worked closely with product managers to capture requirements and with engineers to understand technical feasibility.
- Worked on developer portal design, and the MVP resulted in 4% more users acquired than expected.
- Worked on research and ideation phases to produce user centric design.
- Worked closely with stakeholders for requirements and conducted several sessions for multiple iterations.
- Created low fidelity and high fidelity prototypes and design systems using Figma.

CONTACT

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[LinkedIn Profile](#)

SKILLS

- **Design:** Design Thinking, Interactive Design, Wireframes, User flows, Information Architecture, Mockup, Accessibility, Prototype, Design system, User-Centric Design
- **Research:** Personas, Heuristic Evaluation, Surveys, Usability Testing, Customer Journey map, User Interviews, Empathy mapping
- **Prototyping:** Figma, Protopie, Zeplin, Maze, Hotjar, Balsamiq

CERTIFICATION

- Design Thinking: The beginner's guide by IDF: 2020
- Using AI in the UX design process by LinkedIn Learning - 2024
- Become a UX Designer from Scratch by IDF – 2019
- UX foundations: Storytelling by Udemy – 2024
- UX foundations: Accessibility by Udemy – 2024
- UX Strategy Fundamentals by Udemy– 2024

EDUCATION

- Bachelor's Degree in Mechanical Engineering, 2013-2017

Altaire Insights | UX Designer

Aug 2020 -Jan 2022

- Worked on the revamp of an application for the world's top car manufacturer, resulting in a 38% decrease in bounce rate and a 25% increase in service booking.
- Responsible for all the product/design-related activities in the organization.
- Conducted user research, planned, executed, and delivered all the design tasks for several industries.
- Worked closely with project managers, developers, stakeholders, clients, and end customers.
- Created low fidelity and high fidelity prototypes using Figma.

Tuna Software Solutions | UX/UI Designer

Dec 2019 -Aug 2020

- Worked on an AR/VR application for a top technology company to sell their products.
- Developed information architectures, wireframes, and user flows for several clients.
- Coordinated the development and implementation of web and mobile applications with stakeholders.

Quadzeta Technologies | Grpahics UI Designer

Feb 2018 -Feb 2019

- Worked as a UI/graphic designer for a B2C application called Infact

SOFTWARE EXPERIENCE

- Figma, Balsamiq, Axure Pro, Photoshop, Miro, Illustrator, Overflow, InVision, ProtoPie, UXPressia, Zeplin, Principle, Google analytics, Hotjar, Maze, Figjam

SKILLS

Design

- Design Thinking, Interactive Design, Wireframes, User flows, Information Architecture, Mockup, Accessibility, Prototype, Design system, User-Centric Design

Research

- Personas, Heuristic Evaluation, Surveys, Usability Testing, Customer Journey map, User Interviews, Empathy mapping

Prototyping

- Figma, Protopie, Zeplin, Hotjar, Maze, Overflow, Balsamiq