

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

- Led UX strategy and execution for a large retail client across the US and EU, delivering end-to-end B2C mobile experiences aligned with business and user goals.
- Led a major mobile app redesign that increased Easy Pay enrollment from 10% to 45% and boosted average deal impressions per session from 1.15 to 13.4.
- Improved soft age verification initiation rates from 72% to 83% through simplified user flows and clearer messaging.
- Defined UX and UI standards, contributing to a scalable design system and reusable components to support product consistency and speed.
- Led usability testing and card-sorting initiatives to inform information architecture decisions and optimize key B2C user journeys.
- Collaborated with product managers, engineering, and stakeholders to deliver features across discovery, loyalty, and global wallet experiences.
- Facilitated design critiques and mentored designers, improving design quality and cross-team alignment.
- Previously led UX design for a leading UK financial organization, successfully delivering a B2B product.
- 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 | Graphics UI Designer

Feb 2018 -Feb 2019

- Worked as a UI/graphic designer for a B2C application called Infact.
- Worked closely with CEO and CTO to capture requirement.
- Designed navigation bar for an app

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, AI-assisted ideation and icon generation, Generative AI for visual exploration

Research

- Personas, Heuristic Evaluation, Surveys, Usability Testing, Customer Journey map, User Interviews, Empathy mapping, AI-powered research synthesis, Prompt-based analysis

Prototyping

- Figma, Protopie, Zeplin, Hotjar, Maze, Overflow, Balsamiq, AI-generated UX copy for prototypes