

MITESH SHETTY

Senior UX/UI Designer | Product Designer | Design Systems & UX Research | AI-Assisted Design
miteshshetty19@gmail.com | +1 213-344-9599

Professional Summary

Senior UX/UI Designer and Product Designer with 12+ years of experience delivering user-centered digital products across banking, fintech, telecom, media, and enterprise software. Proven track record in end-to-end UX/UI design, design systems architecture, usability research, and accessibility compliance (WCAG/ADA). Adept at building user personas, customer journey maps, and conducting Voice of Customer (VoC) research to ground design decisions in real user needs. Skilled at translating ambiguous business requirements into intuitive, data-informed designs through cross-functional collaboration in Agile environments. Early adopter of AI-assisted design workflows (Figma AI, ChatGPT, Midjourney, Claude) to accelerate ideation, prototyping, and delivery velocity. Proficient across the full design toolchain including Figma, Adobe XD, Sketch, and InVision, with additional expertise in brand identity, packaging design, and marketing collateral.

Core Skills & Tools

Design & Prototyping Tools: Figma, Figma AI, Adobe XD, Sketch, Photoshop, Illustrator, InVision, Figma Dev Mode, Adobe Creative Suite

UX Design & Research: UX Design, UI Design, User-Centered Design (UCD), User Personas, Customer Journey Mapping, Voice of Customer (VoC), UX Research, User Journeys, Information Architecture, Wireframing, Prototyping (Lo-Fi / Hi-Fi), Usability Testing, A/B Testing, Heuristic Evaluation, Interaction Design, Visual Design, Design Thinking, Human-Computer Interaction (HCI)

Design Systems & Process: Design Systems, Component Libraries, Atomic Design, Design Tokens, Responsive Design, Mobile App Design, Web App Design, Accessibility (WCAG 2.1 AA / ADA), Agile/Scrum, Design Sprints, Cross-Functional Collaboration, Stakeholder Management, Developer Handoff

Analytics & Measurement: Hotjar, FullStory, Mixpanel, Google Analytics, Heatmaps, Funnel Analysis, KPI Definition, Success Metrics, Data-Driven Design

AI & Emerging Tools: AI-Assisted Design Workflows, Figma AI, ChatGPT, Claude, Midjourney, AI-Powered Prototyping, Prompt Engineering for Design Ideation, Rapid Concept-to-Prototype Development

Branding & Print: Brand Identity Design, Logo Design, Packaging Design, Print Design, Marketing Collateral, Social Media Creatives, Visual Identity Systems, Brand Guidelines

Professional Experience

Senior UX/UI Designer — RBL Bank — Mumbai, India

2022 – 2026

- Led end-to-end UX/UI design for digital banking products — onboarding, savings accounts, and core banking journeys — owning the full product experience across web and mobile platforms using Figma and Adobe XD.
- Built and maintained a scalable design system using Atomic Design principles, delivering reusable component libraries, design tokens, and interaction patterns that reduced design-to-dev handoff time by 30%; used Figma Dev Mode to streamline developer handoff with accurate specs and assets.
- Developed detailed user personas and customer journey maps through qualitative research and Voice of Customer (VoC) interviews, grounding product decisions in real user behavior and banking pain points.
- Conducted user research, usability testing, heuristic evaluations, and analyzed Hotjar heatmaps and Mixpanel funnel data; translated findings into data-driven design iterations that measurably improved task-completion rates and CSAT scores.
- Created user flows, information architecture maps, low- and high-fidelity wireframes, and interactive Figma prototypes — validated concepts early with stakeholders to reduce costly late-stage rework.
- Defined UX KPIs and success metrics in collaboration with product managers, establishing a measurable framework for evaluating design impact across each product release.
- Partnered with product managers, engineers, compliance, and business stakeholders in Agile sprints, facilitating design reviews and aligning UX goals with regulatory requirements.

- Applied WCAG 2.1 AA accessibility standards across all product surfaces, ensuring inclusive, ADA-compliant design for a diverse banking customer base.
- Leveraged AI-assisted design tools (Figma AI, ChatGPT, Midjourney) for rapid concept ideation and content generation, cutting concept-to-prototype timelines by ~25%.
- Championed design thinking workshops and design sprints using Human-Computer Interaction (HCI) principles to rapidly solve complex banking workflows and align cross-functional teams.

UX/UI Designer — Jio Platforms Ltd. — Mumbai, India

Feb 2021 – Jan 2022

- Designed telecom and digital service products using user-centered design (UCD) methodologies within Agile environments, delivering intuitive mobile app and web experiences for millions of end users.
- Built user personas and conducted customer journey mapping to align product roadmaps with real user mental models across Jio's diverse demographic user base.
- Produced user workflows, information architecture diagrams, wireframes, visual designs, and interactive prototypes using Figma and Sketch for high-traffic web and mobile applications.
- Conducted stakeholder interviews, contextual inquiry sessions, and usability testing using InVision prototypes to validate design concepts before engineering handoff.
- Applied interaction design best practices — micro-animations, gesture navigation, progressive disclosure — to create engaging and frictionless mobile app experiences.
- Tracked post-launch engagement using Google Analytics and FullStory session recordings, identifying UX friction points and iterating designs based on behavioral data.
- Contributed to a shared component library and design system, ensuring consistency and accelerating design velocity across multiple product teams.
- Delivered clean developer handoff documentation via Figma with annotated specs, redlines, and exported assets to ensure pixel-accurate implementation.

UX/UI Designer — Birlasoft Pvt. Ltd. — Mumbai, India

Mar 2019 – Jan 2021

- Designed enterprise web applications for B2B clients using Figma and Adobe XD, focusing on complex information architecture, scalable UI patterns, and usability for power users.
- Created user personas and journey maps through stakeholder workshops and user interviews, ensuring enterprise workflows were mapped to actual user mental models before design began.
- Developed comprehensive wireframes (Lo-Fi in Sketch, Hi-Fi in Figma), user testing plans, and facilitated moderated usability sessions to validate and iterate on design solutions.
- Translated complex business and technical requirements into intuitive interfaces using HCI principles, reducing user error rates and improving task efficiency across enterprise workflows.
- Collaborated with business analysts and developers on design-to-development documentation, providing precise specs and assets via Figma Dev Mode for accurate implementation.
- Conducted competitive analysis and UX audits benchmarking against industry standards, identifying opportunity areas that informed product roadmap prioritization.
- Delivered responsive web designs using adaptive layout patterns optimized for cross-browser compatibility and enterprise IT environments.
- Leveraged Hotjar heatmaps and session recordings post-launch to monitor real user behavior and surface UX improvements backed by quantitative evidence.

UX/UI Designer — Times Internet Ltd. — Mumbai, India

Feb 2013 – Mar 2019

- Designed user workflows, wireframes, and visual interfaces for high-traffic media and news platforms using Photoshop, Illustrator, and Sketch, balancing editorial content needs with a seamless reading experience.
- Built user personas and mapped customer journeys across reader segments to inform content hierarchy, navigation design, and personalization strategies on desktop and mobile.
- Conducted regular moderated usability testing and collaborated with product and engineering teams to iterate on products serving millions of daily active users.

- Applied visual design principles — typography, color, layout, and hierarchy — to create brand-consistent digital experiences across desktop and mobile, using InVision for stakeholder prototype reviews.
- Contributed to information architecture and navigation strategy for content-heavy platforms, improving user engagement metrics and content discoverability.
- Led A/B testing initiatives to evaluate design hypotheses, using Google Analytics and Mixpanel funnel data to measure impact and optimize key user funnels.
- Managed complete developer handoff for all design deliverables — annotated specs, asset libraries, and interaction documentation — ensuring high-fidelity implementation by engineering teams.
- Applied rapid concept-to-prototype development techniques to quickly validate ideas with editorial and product stakeholders, accelerating the design feedback cycle in a fast-paced newsroom environment.

Education

Bachelor of Commerce (B.Com) — Mumbai University, 2011