

Shivani Kannan

Product designer with 3+ years of experience delivering experiences for AI assistants, e-commerce, fintech, and design systems.

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WORK EXPERIENCE

Eightfold AI, UX Design Intern

May 2024 - Aug 2024 | Santa Clara, CA

- Built an AA-accessible motion design system, increasing workflow efficiency and customer retention. Conducted research with designers & developers and designed a scalable framework, CSS tokens, transition patterns, and component animations.
- Designed an animation system for the AI assistant Co-pilot. Defined human-AI interaction goals and created animations using After Effects

Walmart Flipkart, Senior Product Designer

Jan 2023 - Jun 2023 | Bangalore, India

- Led EMI payments redesign, increasing conversion by 3% and adoption by 2.8%. Collaborated with CTO, CPO, and cross-functional teams to define product strategy; translated data analytics and research insights to design a user flow with clear information architecture, simplifying complex.
- Built a design system for a premium shopping mode, increasing conversion of high-affluent users. Crafted the visual style component library.

Walmart Flipkart, Product Designer 1

May 2021 - Dec 2022 | Bangalore, India

- Shipped 10+ mobile and web projects, impacting over 150 million shoppers by partnering with product management, engineering, and research.
- Led design for a gamified grocery offer unlocking experience, increasing GMV by 1.4% and conversion by 1.1% in the A/B test. Authored PRD, wireframed, user-tested, and shipped high-fidelity prototypes.

Godrej Future Factory, Interaction Designer

Nov 2020 - Apr 2021 | Mumbai, India

- Led visual and interaction design for a healthcare pathology product feature enabling multi-tissue analysis and reporting, boosting client's B2B sales. Navigated ambiguity from limited user research and coordinated with the client to understand technical capabilities of image analysis.

WeBeCray, Contract Visual Designer

Apr 2020 - Aug 2022 | Mumbai, India

- Devised brand strategies, visual identities, and collaterals for Furlenco, Nommers, Locally, and Qraft Lighting, facilitating client business scaling.

PROJECTS

AI Conversational Assistant for Lowe's

Sep 2023 - Oct 2023

Designed an AI Assistant that provides shoppers end-to-end personalized assistance, at home and in-store. Conducted user interviews, prototyped high-fidelity mocks, and developed a concept video.

EDUCATION

Carnegie Mellon University

Expected May 2025

Master of Design Interaction Design

Srishti Manipal Institute of Art, Design and Technology

Sep 2020

Bachelor of Design Visual

Communication & Strategic Branding

PATENTS

Patent Pending: LLM and AR-Driven Beauty Product Recommendation System

AWARDS

Winner, Flipkart Design Jam 2022

Runner-up, Flipkart Hackday 2022

Flipkart Above and Beyond Performance Award 2022

Flipkart Teamwork Award 2021

SKILLS

Software: Figma, Adobe Creative Suite, After Effects, Sketch, Invision, Principle, Bezi, Unity, Jira

Design: UI Design, User Experience, Visual Design, Prototyping, Design Thinking, Wireframing, Growth Hacks, Data Visualization, Storyboarding, Design for AI, XR, Conversation Design

Research: Persona, Usability Testing, Participatory Design, Affinity Mapping, Interviews, Focus Groups, Diary Studies, Co-Design

Coding: HTML, CSS, C#

