

Shivani Kannan

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WORK EXPERIENCE

Walmart

Senior Product Designer

Bangalore, India
Jan 2023 – Jun 2023

- Owned end-to-end redesign of an installment payments flow, increasing adoption to **0.56M users**. Collaborated with product managers, engineers, and cross-functional stakeholders, advocating for user needs in product strategy. Leveraged data analytics, user research, and data visualization to simplify complex financial workflows into intuitive user flows and information architecture.
- Led 0-to-1 design of a marketplace monetization fee, increasing **revenue to INR 1.46M** while sustaining user engagement. Iterated based on usability testing and A/B to balance business goals and user needs. Delivered user-centered, legally compliant designs.

Walmart

Product Designer 1

Bangalore, India
Apr 2021 – Jan 2023

- Shipped 20+ mobile and web consumer-facing products, collaborating with cross-functional teams in a fast-paced environment to enhance e-commerce experiences for 150M+ customers. Received the Above and Beyond Performance and Collaboration Award
- Owned design for a gamified grocery offer unlocking experience, **increasing GMV by 1.4% and conversion by 1.1%**. Authored PRD, crafted wireframes and Figma prototypes, iterated based on **8+ eye-tracking tests**, and shipped high-fidelity screens.
- Led team to victory** in the company Hackathon, **ahead of 170+ teams**, and Design Jam, outperforming 50+ teams.

Eightfold AI

Product Design Intern

Santa Clara, United States
May 2024 – Aug 2024

- Owned end-to-end design and launch for a Motion Design System in an AI-powered enterprise ecosystem, ensuring WCAG AAA accessibility and scalability. Optimized workflow efficiency by 35% and visual consistency, enabling securing Microsoft as a client.
- Facilitated **12+ workshops** and internal user testing, defined design principles and best practices, and crafted prototypes and tokens.

Godrej Future Factory

Product Designer

Mumbai, India
Nov 2020 – Apr 2021

- Led 0-to-1 design for a multi-tissue analysis AI feature in a B2B SaaS healthcare product, enabling securing major hospitals as clients.
- Navigated ambiguity by conducting expert interviews, competitor analysis, and aligning business needs with technical capabilities.

WeBeCray

Visual Designer

Mumbai, India
Apr 2020 – Aug 2022

- Designed brand identity, logo, marketing, and strategy for clients Furlenco, Nommers, Locally, and Qraft, enabling business launch.

EDUCATION

Carnegie Mellon University

Master of Design, Interaction Design (Human-Computer Interaction)

Pittsburgh, United States
Aug 2023 – Apr 2025

Srishti Manipl Institute of Art, Design, and Technology

Bachelor of Design, Visual Communication and Strategic Branding

Bangalore, India
Aug 2016 – Sep 2020

PATENTS

LLM and AR-Driven Beauty Product Recommendation System

Oct 2022

- Conceptualized a cosmetic e-commerce shopping flow that uses AR face filters and AI to personalize products. Designed UX and back-end workflow and collaborated with the Flipkart legal team to author and file a patent, which is currently patent pending.

PROJECTS

Lowes' Conversational AI Agent

Sep 2023 – Oct 2023

- Led design of an **award-winning AI agent** (Muse Gold Award) that provides personalized end-to-end support at home and in-store. Led 8+ interviews, synthesized user journeys, and created storyboards, wireframes, prototypes, and concept video for storytelling.

SKILLS

Software: Figma, Sketch, InVision, Principle, Unity, Voiceflow, Jira, Adobe After Effects, Illustrator, Photoshop, Premier Pro, InDesign
User Experience: UI Design, User-Centered Design, AI, MR, AR, Storyboards, Conversation Design, Data Visualization, Responsive Design
User Research: Quantitative, Persona, Design Thinking, Co-Design, Workshop, Interviews, Focus Groups, Diary Studies, AB tests
Code: HTML/CSS, Javascript, C#, C++