

# Shivani Kannan

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## EXPERIENCE

### Walmart (Flipkart) — Product Designer 2

Remote | Jan 2023 — Jun 2023

- Owned end-to-end redesign of installment payments and introduced EMI Downpayment, increasing **adoption by 0.56M**. Collaborated with cross-functional teams to deliver 15 streamlined user flows, simplifying a complex financial workflow into an intuitive, trustworthy experience with scalable, reusable components.
- Led 0-to-1 design for a marketplace monetization fee, driving **revenue by INR 1.46M** while sustaining user engagement and retailer retention.

### Walmart (Flipkart) — Product Designer

Remote | Apr 2021 — Jan 2023

- Drove end-to-end redesign of the grocery shopping experience, enhancing marketplace entry points, information architecture, and product cards, increasing **new users by 32%** and **cart builds by 24%**. Partnered with product and engineering to develop coded, interactive prototypes for usability testing and released A/B tests for iteration.
- Led design of a gamified offer-unlocking experience, increasing **revenue by INR 8M** and boosting user engagement by 3%.

### Godrej Future Factory — Product and Visual Designer

Mumbai, IN | Nov 2020 — Apr 2021

- Led 0-to-1 design for a multi-tissue AI analysis and analytics feature for a healthcare client, helping secure 3 major hospital partnerships.
- Conducted expert interviews, aligned user and business needs with technical capabilities navigating ambiguity, and shipped hi-fi screens.

### Eightfold AI — Product Design Intern

Santa Clara, CA | May 2024 — Aug 2024

- Designed and launched a Motion Design System for an AI-powered talent acquisition platform, ensuring WCAG AA accessibility and scalability. Boosted efficiency by 35% and Microsoft client acquisition.
- Led 12+ workshops and usability tests, defined design principles, crafted tokens, prototypes, and HTML/CSS engineer documentation.

## PROJECTS

### Lowes Conversational AI Agent

- Led design of mobile and smart-cart omnichannel conversational AI, providing personalized guidance at home and in-store, projected to reduce customer support needs by 28%.
- Leveraged prompt engineering to train GPT models; crafted design component library, prototypes, and concept video for client pitches.

## EDUCATION

### Carnegie Mellon University

MDes, Interaction Design (HCI)  
Pittsburgh, PA  
Aug 2023 — May 2025

### Srishti Manipal University

BDes, Visual Design & Branding  
Bangalore, IN  
Jul 2016 — Aug 2020

## PATENTS & AWARDS

Patent: LLM and AR-driven beauty Product Recommendation System

Kynamatrix Research Grant for conversation-based AI design tool using Meta Smart Glasses

13th CSR Summit Award for Thraahi, an NGO co-founded

Muse Gold Winner x2

Indigo Silver Winner x3

## SKILLS

Tools: Figma, Sketch, Miro, InVision, Principle, Unity, Jira, Adobe Creative Suite, After Effects, Photoshop, Cursor

Design: High-fidelity Mockup, Storyboarding, Storytelling, Accessibility (WCAG), Prototyping, Design Systems, Wireframing, Interaction & Motion Design, Responsive Design, Information Architecture Prompt Engineering, Generative AI, Data Visualization

User Research: User Flows, Interviews, Surveys, Card Sorting, Usability Testing, Personas, Task Analysis, Journey Mapping, A/B

Code: HTML / CSS, C#, C++