



Santhosh Sivan

Senior Product Designer

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SUMMARY

With over a decade of expertise in crafting intuitive and impactful designs for both business and consumer applications, focusing on humanizing experiences, elevating design maturity, and building scalable design systems. Adept at bridging user needs with business goals to create seamless, high-quality products.

WORK EXPERIENCE

Nov 2023 - Present
Integrate
Senior Product Designer

Apr 2022 - Oct 2023
Lio
Senior Product Designer / Founding Designer

Dec 2020 - Apr 2022
Kissflow
Senior Product Designer

Jun 2020 - Dec 2020
Vaken
Lead Designer

Jun 2015 - Jun 2020
Infoview Technologies
Senior Product Designer

EDUCATION

Apr 2011 - May 2015
Anna University, CARE School of Engineering
7.1 CGPA • B.E - Electronics and Communication

ACHIEVEMENTS

Best UX Researcher
Kissflow • Annual recognition award

Design Mentor
ADP List • Mentored 50+ designers

SKILLS

Research
User research, User Interviews, Ideations, Product analysis, Design thinking, Usability testing

Design
Interaction design, Web and Mobile design, Design systems, Wireframe, Prototype

Operations
Design Ops, Strategic thinking, Process governance, Team management, Problem solving

TOOLS

Figma
App design, Design system, Tokens & Variables, Adv. Prototyping, Slides, FigJam, Branching

Adobe Suite
Photoshop, Illustrator, Lightroom, After Effects

Frameworks
HTML, CSS, JS, React, React native, Node.js, Expo

Tools
Procreate, Zeplin, Framer, Blender, Miro, Pendo, Jira, Notion, Maze, User Testing, Spline, Git, AI Tools, Sketch.

CERTIFICATION

Jun 2008 - May 2010
CSC Computer Education
A+ Grade • Master Diploma in Graphics & Animation

PROJECTS

INTEGRATE

Lead Management - End to End Experience

Integrate • Web

Led the design of a lead management tool that enables marketers to ingest, review, transform, enrich, and process leads with configurable rules. Designed the end-to-end experience, conducted user research and customer interviews, and facilitated workshops to refine the lead lifecycle. Revamped the system to be self-serve, introducing global settings for rules, templates, and automation, enhancing efficiency and boosting sales funnel output.

Campaign Management

Integrate • Web

Redesigned Integrate’s campaign building module to enhance usability and consistency across all channels. Implemented a step-by-step creation process, improved form readability and grouping, introduced contextual guides, and ensured a consistent experience across channels. Reimagined the summary page to highlight key metrics, reducing cognitive load and improving user satisfaction.

Reports

Integrate • Web

Redesigned Integrate’s reports module to enhance usability and data analysis. Introduced an advanced rule builder, liquid markup customization, robust preview options, scheduling, and report templates, enabling users to create tailored reports effortlessly and improving overall user satisfaction.

LIO

No-Code App Builder

Lio • Web & Mobile

I spearheaded the design of Lio, a B2B SaaS platform empowering businesses to build custom applications without code directly from spreadsheet data. I conceptualised from zero to one, designed a comprehensive component library and design system to ensure a seamless user experience across both the web and mobile versions.

Spreadsheet App

Lio • Web & Mobile

I led the redesign of Lio's Spreadsheet application to improve usability and overall experience. By implementing clean, sleek UI and data-driven user flows I empowered the users to interact with the application effortlessly. Additionally, I introduced automations, dark theme, refreshing layouts, animated feedbacks to improve user satisfaction in the product.

KISSFLOW

Case Management Tool

Kissflow • Web & Mobile

In this project, I tackled the challenge of redesigning the board view for a workflow management tool, Kissflow. I also led the workflow configuration page, designed the platform’s first mobile app, and introduced quick filters, task watching, and user onboarding. Improved self-serve adoption and user satisfaction, while contributing key components to the design system for scalability. Additionally, the redesign contributed to improved customer satisfaction and Net Promoter Score (NPS)

Form Builder

Kissflow • Web

In this project, I tackled the challenge of redesigning the WYSIWYG form builder for Kissflow. Focusing on space constraints, usability, aesthetics, and accessibility issues, I implemented a more effective design solution.

VAKEN

AI Driven No-Code Development Platform for Enterprises

Vaken • Web

Sovablu, enterprise-focused AI driven no-code application development platform that empowers businesses to create robust, complex, scalable, and Cloud-native applications in a fraction of the time. I contributed on building design systems, component library, screen layouts, flow builder, and configuration screens.

INFOVIEW

HUE - Japanese ERP Applicaiton

Infoview • Web & Mobile

I had the opportunity to contribute to the user experience of HUE, a dominant ERP application in Japan owned by Works Applications. During my involvement, I focused on enhancing core modules like HRMS, Finance, Groupware, and Workflow. Additionally, worked on building communication tools.