

SEEMANT SHEKHAR

Head of Design | Lead Product Designer

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SUMMARY

Product design leader with 8+ years designing B2B SaaS, healthcare operations, marketing automation and AI-enabled products. Head of Design at Heaps, leading a team of designers across user research, interaction design and design systems. I turn complex, high-volume workflows into clear tools: a care-call redesign that helps Care Coaches reach more patients every day, and a 0→1 onboarding that lifted 30-day merchant retention by 25%. Seeking Lead Product Designer roles.

CORE SKILLS

Product design: end-to-end product design, UX strategy, interaction design, information architecture, user flows, wireframing, prototyping, UI and visual design, developer handoff

Research: user interviews, contextual research, call-recording analysis, usability testing, insight synthesis, research-to-decision mapping

Design systems: component libraries, variants, usage documentation, design governance, icon fonts

Leadership: design team leadership, mentoring, cross-functional collaboration with product, engineering and QA, stakeholder management

Domains: healthcare operations, B2B SaaS, marketing automation, Shopify e-commerce, AI features, mobile apps

Tools: Figma, Adobe XD, Photoshop, Illustrator, InVision, Miro, Lovable, Microsoft Office

PROFESSIONAL EXPERIENCE

Head of Design | Heaps (HEAPS.ai)

Sep 2022 – Present

Bangalore, India

- Led the redesign of the Post Discharge Care platform Care Coaches use for daily patient follow-up calls, helping them reach more patients each day.
- Grounded the redesign in research: interviews with 10 Care Coaches and 4 program managers plus analysis of real call recordings, mapped to 11 prioritized product decisions.
- Designed a guided, protocol-driven call flow that shows only the sections each call needs, shortening calls on lean protocol days; added a pre-call Past Activity view and auto-captured call notes to cut prep and wrap-up time.
- Replaced a daily Excel and email handoff between call auditors, vendor team leads and callers with a feedback dashboard (shipped 2026), saving each auditor 20–30 minutes a day and giving every feedback item an owner, a deadline and a closing note.
- Rebuilt the company design system with complete component variants and usage documentation, and set up governance with area owners and an evidence-based change process, reducing design turnaround time by 25–30%.
- Proposed and drove the move from PNG/SVG icons to an icon font, now the engineering standard; maintain the library.
- Lead and mentor four designers; run weekly design reviews with product and involve engineering from kickoff to surface constraints early.

Product Designer (Sole Designer) | Skellam AI

Jun 2021 – Sep 2022

Bangalore, India

- Sole product designer on Qubriux, a 0→1 marketing automation platform for Shopify merchants, working with the CEO, a PM and 3–4 engineers across a web app and two mobile apps.
- Redesigned onboarding so merchants explore with sample data while store data syncs in the background, increasing 30-day merchant retention by 25% and product adoption by 15%.
- Designed customer segments with Targeting Tactics, campaign, offer and form builders, an AI Autopilot for gamified sales, and co-marketing between stores.
- Designed Offer, shopper and merchant mobile apps for in-store offers, ordering and payment; both apps launched on the App Store in 2023.

Product Designer | iLeap

Sep 2019 – May 2021

Bangalore, India

- Designed a cloud and offline low-code application platform for building B2B products across enterprise clients.

- Led end-to-end design of an online interview platform used by 500+ clients for 3,000+ hires.
- Partnered with 10+ clients to revamp visual design and UI, driving 30% higher user engagement and satisfaction.

UI/UX Designer | Crosslight Appmissions

Sep 2018 – May 2019

Bangalore, India

- Led a five-member design team delivering a church engagement platform, increasing participation by 25%.
- Designed church administration workflows and established interface guidelines for consistent releases.

UI/UX Designer | Kirusa

Nov 2017 – Jul 2018

Bangalore, India

- Ran user research with cross-functional leaders and refined end-to-end journeys, increasing customer satisfaction scores by 25%.
- Built reusable design system components for cross-platform interface consistency.

UI/UX Developer Consultant | OSP Consulting

Apr 2017 – Oct 2017

Bangalore, India

- Revamped the company website and brand structure, improving navigation and visual identity and increasing engagement by 30%.

Creative Lead | Cenexe Consultancy Services LLP

Nov 2016 – Oct 2017

Bangalore, India

Creative Lead | fincash.com

Jun 2016 – Oct 2016

Mumbai, India

- Branding, website design and graphic design for a fintech startup.

EDUCATION

B.Tech, Electronics and Electrical Communications Engineering

2016

Indian Institute of Technology (IIT) Kharagpur. Headed the Spring Fest design team.

CERTIFICATIONS

- Product-Led Growth Micro-Certification, Product School, 2022
- User Experience: The Beginner's Guide, Interaction Design Foundation, 2022
- Merit Certificate, UX Design Excellence, 2022