

# Shylendar Murali

## Senior Product Designer

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### ◆ Summary

Senior Product Designer with 10+ years of experience designing large-scale consumer products across mobility, marketplaces, subscriptions, quick commerce, and emerging product spaces. Delivered EUR 80M+ revenue impact and shaped UX for platforms serving millions of users across global markets. Strong IC contributor with deep experience in interaction design, research, experimentation, and AI-assisted prototyping to move from ambiguity to shipped product outcomes.

### ➔ Work Experience

#### Independent Product Builder – Design & Prototyping

2025 - Present / Designing and building products

Designing and building products and prototypes using AI coding tools to validate ideas end-to-end.

- Built [makegradient.com](http://makegradient.com), a WebGL gradient generation tool for designers and developers.
- Designed and shipped [YT Profiles](#), a Chrome extension for managing separate YouTube viewing profiles.
- Building Tulir, an open-source AI-native user research platform for in-context usability testing.

#### Senior Product Designer - DeliveryHero (Hungerstation), Riyadh

2024 - 2025 / KSA's largest food delivery app (15M MAU)

- Delivered EUR 80M+ annual uplift by leading Growth design for the HPlus subscription program
- Drove 110M SAR revenue by redesigning discovery and shopping flows for quick commerce.
- Improved retention and activation through redesigned onboarding, referral, and supermarket flows.

#### Senior Product Designer (Independent) - A.teams, Dubai

2023-2024 / Designing for Multiple Clients

- Led design for the 0 to 1 version of AskCF, an AI-powered community platform.
- Improved overall UX satisfaction by 34% across CreativeFabrica, IDC, and Grindr.
- Improved design delivery efficiency by 20% with research-aligned UX strategy.

#### Design Lead - SWVL, Dubai

2021-2022 / Largest Bus Mobility platform in Egypt, Kenya, Pakistan (500k DAU)

- Improved rider retention by 29% through system-level redesigns in core experience.
- Increased driver adoption by 23% via supply-side UX improvements.
- Elevated team execution by 60% through workflow & critique systems

## ➔ Work Experience - Continued

### Product Designer (Tenured) - Udaan, Bangalore

2020-2021 / India's largest B2B marketplace

- Delivered 11% sales growth via category UX enhancements in electronics & lifestyle categories.
- Increased trade fair engagement by 80% through redesigned flows.
- Improved satisfaction by 8% via selection-quality initiatives across the platform.

### Lead Product Designer - Ola Cabs, Bangalore

2019 - 2020 / 1B+ downloads, India's largest ride-hailing app

- Increased user satisfaction by 12% through core journey redesigns in post-booking.
- Contributed to driver growth in new markets with tipping features.
- Redesigned core Ola Money flows including KYC, insurance, and payment-related experiences.

### Independent Contractor (2016 - 2019)

- Delivered 0 to 1 UX/UI for Hubstaff, Aquaplot, Fulfull.io, Flumbo and more

### Product Designer - Freshdesk (2015 - 2016)

- Designed Hotline.io from inception to 45% higher adoption

### Past design gigs and roles (2012 - 2014)

- Spearheaded my own design agency
- Designed Happyfoxchat product for Tenmiles

## 📖 Education

B.E., Electronics and Communication Engineering (2011 - 2015) - Anna University

## 🔗 Skills

**Design:** Interaction Design, Visual Design, User Research, Design Systems, User Testing

**Product:** Growth Design, Funnel Optimization, A/B Testing, Product Strategy

**Leadership:** Collaboration, Stakeholder Alignment, IC Mentorship

**Methods:** Agile, Scrum, Design Thinking

**Technical:** HTML/CSS, Advanced Prototyping (Cursor, Framer, Protopie, Principle)

## 🛠 Tools

Figma, Framer, Protopie, Principle, Rive, After Effects, Illustrator, Miro, Figjam, Jira