

NIVIN THOMAS

Product Designer

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SUMMARY

Product Designer with 8+ years' experience designing customer-facing digital products and web experiences. Proven track record building user-centered interfaces, prototyping solutions, and delivering measurable improvements in engagement and conversion. Strong cross-functional collaborator with hands-on front-end skills (HTML/CSS, JavaScript) and expertise in Figma, Sketch and Webflow.

CORE SKILLS

UX Research · Interaction Design · UI Design · Prototyping · Wireframing · Design Systems · User Testing · Information Architecture · Accessibility (WCAG) · Design Thinking · Product Strategy · Front-end (HTML/CSS, JavaScript) · Webflow · Figma · Sketch · Stakeholder Management · Agile/Scrum

PROFESSIONAL EXPERIENCE

Co-Founder - Evolve Creatives

AUG 2020 - MAR 2024

Led end-to-end design and delivery for multiple client web projects, driving measurable improvements in online presence, customer engagement, and conversion rates.

Owned concept development from initial wireframes and user flows through high-fidelity prototypes and final implementation, ensuring alignment with scope, schedule, and budget.

Managed and mentored a distributed team of freelance designers and developers, implementing structured handoff processes, QA checklists, and agile workflows to ensure high-quality, on-time delivery.

Built responsive, accessible websites using HTML/CSS, JavaScript, and Webflow, delivering consistent, device-agnostic user experiences that met WCAG accessibility guidelines.

User Experience Designer - Truecaller (Bengaluru, India)

APR 2019 - JUL 2020

Improved user experience for a global user base of ~300M by contributing to SMS categorization, smart inbox features, and streamlined message access.

Drove insight-based design decisions within the Insights team, reducing inbox clutter and enhancing message relevance, discoverability, and engagement.

Conducted end-to-end user research including surveys, usability testing, and feedback analysis to inform design direction and feature prioritization.

Created wireframes, prototypes, and interaction flows to validate and iterate on concepts prior to development, ensuring features aligned with user needs and business goals.

Design Engineer - Attinad Software (Trivandrum, India)

JUL 2018 - APR 2019

Led the complete design process for Cantiz CMS, delivering a robust, user-centric content management system aligned with stakeholder needs.

Conducted research, stakeholder workshops, and usability testing to gather requirements, validate design concepts, and ensure product usability.

Created wireframes, high-fidelity prototypes, and design specifications to guide development teams and maintain design consistency.

Collaborated cross-functionally to integrate user feedback and align final deliverables with business goals and technical constraints.

Co-Founder - Mho & MessAI (Acquired by Truecaller)

AUG 2017 - APR 2018

Directed product design and brand identity for the MHO SMS application, integrating the NLP engine MessAI to optimize message handling and categorization.

Defined product vision, UX strategy, and feature roadmap, ensuring seamless interaction and user satisfaction.

Conducted user research, competitive analysis, and prototyping to refine features and improve adoption rates.

Oversaw UI design, interaction flows, and front-end collaboration to align the final product with user needs and acquisition goals.

User Experience Analyst - Hexagon Capability Center India (Hyderabad, India)

DEC 2015 - APR 2017

Contributed to UX design and research for multiple internal products, enhancing usability and overall user satisfaction.

Collaborated with cross-functional teams to translate research findings into actionable design improvements.

Enhanced design consistency and accessibility across projects through adherence to established UX guidelines and best practices.

EDUCATION

St. Joseph College of Communication - Bachelor of Arts (BA), Graphic Design & Animation

APR 2012 - APR 2015

TOOLS

Figma · Sketch · Webflow · InVision · Adobe CC · HTML/CSS · JavaScript · VS code · Zeplin · Miro · Notion

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