Sijo M Peter

Senior Product Designer

Available immediately

Email sijompeter@gmail.com | Phone +91 94477 84143 | Location Bengaluru, India

Portfolio sijompeter.github.io/portfolio | LinkedIn linkedin.com/in/sillysijo

Professional Summary

Senior Product Designer with **11+ years of experience** building digital products from scratch to scale. **Founding designer** for a fast-paced FinTech startup and **lead designer in PropTech**. Specialized in balancing user needs, business goals, and technical feasibility to turn complex ideas into clean, effortless applications. Proven track record of leading product design, improving onboarding conversions, and building scalable design systems.

Professional Experience

Marketfeed · Bengaluru

Senior Product Designer — Jan 2023 – Mar 2026

Product Designer & Founding Designer — Apr 2021 – Jan 2023

- Led end-to-end product design across acquisition, onboarding, and retention for a **₹300 Cr+ (~$35M) AUM** platform spanning iOS and Android.
- Led the transition from a webinar-based acquisition model to a **self-serve mobile app journey** (New User Journey), improving onboarding completion from **41% to 67%** and making onboarding **37% faster**.
- Designed and shipped **Live Audio Rooms** and **Direct Purchase** features (Jan 2026) to boost in-app community engagement and streamline transactions.
- Led the creation of the **Keystone Design System** (Figma & Flutter) after finding product-market fit. Reverse-engineered the existing app into a shared system in **~6 months**, supporting **4 product squads and ~16 engineers**, enabling the team to ship features significantly faster.
- Designed self-service workflows allowing users to manage trading accounts without support assistance, replacing manual processes and **reducing support queries by 75%**.
- Introduced AI-assisted workflows (Claude, ChatGPT, Figma-to-Flutter), reducing feature scoping time from **2 hours to 20 minutes**.
- Mentored and guided **3 junior designers** in product design, visual craft, and execution.

Zolo · Bengaluru

Product Designer — Dec 2019 – Apr 2021

- Led a complete **digital brand refresh** and created a **unified design system** across iOS, Android, and Web platforms.
- Designed seamless product experiences enabling users to search properties, schedule visits, pay rent, and manage their stay directly within the app.
- Conducted UX audits and resolved **15+ usability issues**, making data-backed decisions that surfaced property availability earlier and improved booking funnel conversions.

HashedIn by Deloitte · Bengaluru

User Experience Designer Oct 2015 – Dec 2019

- Delivered end-to-end UX solutions for **12+ digital products** across enterprise SaaS, healthcare, and e-commerce for a company serving 100+ global clients.
- Led discovery workshops and worked with stakeholders to turn unclear business requirements into structured workflows, complex dashboards, and mobile experiences.

Dimoda Labs · Calicut

User Interface Designer Apr 2015 – Oct 2015

- Designed branding, digital interfaces, and storytelling-focused landing pages for local businesses in education, retail, and advertising.
- Created complete brand packages, from logos to digital designs, ensuring a cohesive user experience.

Greenwich Nexus · Kochi

User Interface Designer Feb 2014 – Mar 2015

- Designed user interfaces for **20+ mobile applications** across local brands and large public events.
- Collaborated directly with a team of 8 developers, establishing strict handoff processes utilizing standard Apple and Google guidelines.

Skills

Product & Strategy:	Product Design, Growth Design, UX Strategy, Conversion Optimization, User Activation & Retention.
Design & Architecture:	Interaction Design, Information Architecture, Prototyping, Design Systems, Visual Design, Mobile/Responsive Design.
Research & Analytics:	User Research, Usability Testing, Behavioral Analytics, Funnel Analysis, A/B Testing.
Tools:	Figma, FigJam, Framer, Jira, Mixpanel, Microsoft Clarity.
AI & Workflows:	AI-Assisted Workflows, Figma Make, Claude, ChatGPT.

Education

B.Sc. Multimedia · ICAT College of Design & Media 2011 – 2014