DEVA DHARSHINI

SENIOR PRODUCT DESIGNER | B2B Saas & B2C • TRAVEL TECH • FINTECH • AI

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience designing digital products across TravelTech, FinTech, SaaS, E-commerce and AI. Experienced in taking complex workflows from problem definition through UX strategy, interaction design, prototyping and launch across web and mobile.Strong in simplifying complex user journeys, collaborating cross-functionally, building scalable design systems, and using AI-assisted workflows to accelerate exploration and delivery.

CORE EXPERTISE

Product Design & Strategy: End-to-end product design, Product thinking, UX strategy, UI and visual design, Interaction design, Responsive design, Complex workflow design, B2B & B2C products, Web & Mobile.
Research & Problem Solving: User research, Usability testing, Journey mapping, Information architecture, User flows, UX audits, Prototyping.
Design Systems & Delivery: Design systems, Component libraries, Responsive design, Documentation, Developer handoff, Design QA.
Collaboration: Cross-functional collaboration, Stakeholder management, Product discovery, Design critique, Product & Engineering collaboration.
AI-Assisted Product Development: Claude, Figma AI, Lovable, AI-assisted exploration, Prototyping and Product development.

PROFESSIONAL EXPERIENCE

ORN JOURNEYS / TRIP FACTORY

Oct 2025 — Present
Bengaluru, India

Senior Product Designer

- Designed and shipped web and mobile experiences for key B2B and B2C travel experiences across search, itinerary planning, booking, payments and post-booking workflows.
- Designed complex travel workflows across flights, stays, activities and transfers, simplifying multi-step decisions for users.
- Collaborated with founders and engineering teams to translate business requirements and technical constraints into scalable product experiences.
- Led UX improvements across the booking flow, contributing to a **12% increase** in booking completion by reducing friction and user experience gaps.
- Conducted user research and usability testing to identify friction points and inform product improvements, contributing to an **18% increase in conversion**.
- Used AI-assisted workflows with Claude and other AI tools across exploration, prototyping and implementation to accelerate product development.
- Contributed to taking the product from design through implementation and launch, partnering closely with engineering on design quality and consistency.

LEMONYELLOW LLP

Mar 2022 — Aug 2025
Thane, India

UI/UX Designer

Designed digital products across FinTech, SaaS, AI, EdTech and E-commerce for global clients, working across research, UX strategy, interaction design and high-fidelity product delivery.
• Designed dashboards and complex workflows for Clear Street's risk and trading management platform, **improving response time by 30%.**
• Built ArthaOne, a digital wealth management application from concept to launch, defining key user journeys and product experiences.
• Redesigned Tata Motors E-Dukaan, improving product discoverability and usability across the e-commerce experience.
• Designed responsive loan management experiences for India Shelter Home Loans, translating complex financial processes into clearer user workflows and contributing to a **20% increase in leads.**

LEMONYELLOW LLP (continued)

- Created UX solutions for an AI-powered PR management platform for M37 Labs, working through AI-driven product interactions and workflows.
- Conducted user research and usability testing for Aditya Birla Capital's banking applications to identify friction and inform UX improvements.
- Redesigned Lemon Yellow's website from concept to launch, **increasing website traffic by 25%** and improving visitor engagement.

VERTOCITY Oct 2021 — Mar 2022
UI/UX Designer Bengaluru, India

- Designed HRMS and LMS flows from concept through high-fidelity interfaces.
- Translated business requirements into user flows, wireframes and interactive prototypes.
- Collaborated with founders and developers to deliver scalable product solutions.

FINOCONTROL Sep 2021 — Nov 2021
UI/UX & Graphic Design Intern Bengaluru, India

- Redesigned the company website and created graphics for branding and marketing.
- Improved website usability and overall user experience.
- Created marketing and branding assets aligned with established visual guidelines.

SELECTED DOMAINS

- TravelTech — B2B travel advisor platforms · B2C travel journeys · Booking · Itineraries · Payments
- FinTech — Wealth management · banking · Loans · Trading & risk management
- E-commerce — Product discovery · Commerce workflows · Responsive web
- AI Products — AI-powered workflows · AI-assisted design & development · AI-native interactions

SELECTED DOMAINS

- ORN / TripFactory — TravelTech · B2B/B2C
- Clear Street — Trading & Risk Management
- ArthaOne — Wealth Management
- Tata Motors e-Dukaan — E-commerce
- India Shelter — Lending
- M37 Labs — AI-powered PR

DESIGN AND TOOLS

Figma Make · Vercel · Figma · Photoshop · Claude · Framer · Lovable · Illustrator

RECOGNITION

Lemon Yellow: Key Contributor of the year - 2023

Lemon Yellow: Shining star of the year - 2024

EDUCATION

Master of Business Administration (MBA) 2022—2024
Alagappa University

Bachelor of Computer Applications (BCA) 2018—2021
Dr. G.R.Damodaran College of Science