



Satyam Tiwari

Manager - Product Design

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[LinkedIn](#) [Dribbble](#) [Instagram](#) [Figma Community Profile](#)
[Medium](#)

PROFESSIONAL EXPERIENCE

04/2025 – Present
Gurugram, India

Xneeti

Manager - Product Design

- Lead end-to-end product design for Xneeti OneOS, an Amazon marketplace management platform spanning Catalog Management, Advertising, Operations, and AI Agent Insights modules, translating complex business logic into intuitive, scalable user experiences.
- Manage a multi-disciplinary design team of 6 professionals, fostering a high-performance, user-centred culture and mentoring designers on craft, UX thinking, and strategic ownership.
- Partner directly with the CEO and executive leadership to shape product strategy and roadmap, contributing design-led insights to key business and strategic decisions.
- Architect and maintain Xneeti's design system, establishing governance frameworks, design standards, and a scalable, consistent visual language across product and marketing surfaces.
- Own the Design and Social Media Marketing department budget, strategically allocating resources across critical projects and essential design tools while maintaining fiscal discipline.
- Drive the Product Design Department's UX research, prototyping, and design-system adoption roadmap, setting critical UX goals and quality benchmarks across the design org.

10/2023 – 08/2024
Gurugram, India

ABA Infotech Pvt. Ltd.

Manager - Product Design

- Developed and executed comprehensive design strategies that aligned directly with the company's overarching business goals, leading end-to-end design execution across multiple product releases
- Managed a multi-disciplinary design team of 8 professionals, cultivating a high-performance culture focused on user-centred design, innovation, and collaborative excellence
- Collaborated closely with CEO and executive leadership to shape strategic product and business initiatives, contributing critical insights during strategic product definition and roadmap planning
- Spearheaded cross-functional collaboration with department leaders, identifying and driving product-driven improvements and guiding design-centric decision-making at all organizational levels
- Managed Design and Social Media Marketing department budget, strategically allocating resources for critical projects and essential design tools while maintaining fiscal responsibility
- Architected and led the entire Product Design Department's strategic initiatives, comprehensively developing the UX Design, Research, and Prototyping roadmap by establishing robust governance frameworks, driving design system adoption, setting comprehensive design standards, defining critical UX goals, and ensuring scalable, consistent digital design language across design and marketing teams.

10/2022 – 06/2023
Gurugram, India

SourceFuse Technology

Product Designer

- Projects worked on: BizBook, Honor-Ed and Aurigo
- Working as a Product Designer for Honor Education which majorly focuses on improving the Education sector for multiple big universities like Harvard, Oxford etc.
- Built the first version of the product from scratch with DLS and is currently working on the second version, which involves adding major UI enhancements and AI features.

03/2022 – 10/2022
London,
United Kingdom

Omah Technology Pvt. Ltd.

Senior Product Designer

- Built the first version of the product which was a web platform which let investors invest in holiday let properties.
- Revamped the homepage, property listing and property detail page to increase incoming user flow by 45% and reduce drop users by 70%
- Optimisation of multiple landing pages to increase the conversion of leads by 35%

11/2021 – 03/2022
Gurugram, India

91SquareFeet

Product Designer

- Built the first version of the product (R Dash) to convert the whole retail expansion process digitally.
- Introduced "Element library and BOQ building" features in R-Dash, resulted in an increase in usage of the product by 30%.

04/2021 – 07/2021
Gurugram, India

Asort

Product Designer

- Built the first version of their product mobile application to increase user flow by 45% and reduce drop-off by 40%

03/2020 – 01/2021
Gurugram, India

Qdesq Realtech Pvt. Ltd.

UI/UX Designer

- Revamped the Home Page, Product Listing Page, and Product Details Page to increase the incoming direct lead flow by 35% and reduce drop-off by 50%.
- Introduced new modules "Client Dashboard and Provider Dashboard, resulted in an increase of client platform booking by 20%.
- Optimisation of multiple landing pages to increase the conversion of leads by 27%.
- Introduced Overview & module in Lead CRM which made the day-to-day operation 1.7X faster, with overall 95% adoption.
- Built "Activity Tracker module to track and review the previous history of a particular lead. which pushed the renewal/revive rate to increase from 30% to 46%.
- Built a new product Qpro (On-demand Hotdesk Booking App) from scratch. Launching Feb 2021.

07/2019 – 03/2020
Gurugram, India

Enpass Technologies

Web Graphic Designer

EDUCATION

2015 – 2019
Guna, MP, India

B.Tech (Computer Science)

Jaypee University Of Engineering and Technology 

SKILLS

Product Design Skills

- User Experience Design
- User Interface Design
- Wire Framing
- User Personas
- Journey Mapping
- Information Architecture
- UX Research
- Prototyping
- Usability Testing
- Visual Design
- User Interviews & Survey
- Web & Mobile Design

No Code Tools

- Framer
- Builder
- Play

Managerial Skills

- Team Management
- Strategic Leadership
- Cross-Functional Collaboration
- Communication
- Budget Management
- Project Management

Development (Basic Knowledge)

- HTML5
- CSS3
- ReactJS
- AngularJS
- NodeJS
- PHP

Design & Productivity Tool

- Figma
- Adobe XD CC
- Adobe Photoshop
- Adobe Illustrator
- Slack
- Miro
- Balasmiq
- Notion
- JIRA
- Blender 3D
- Clickup

AWARDS

Adobe XD

[Linkedin](#)

In top 15% of 106.5K people

Adobe Illustrator

[Linkedin](#)

in top 15% of 947.8K people

Top 1% Super Mentor Globally

[ADPList](#)

For October and February 2022

Top 50 Mentors Globally

[ADList](#)

In the Field of Brand Identity Design

CERTIFICATES

Human Computer Interaction - HCI

Interaction Design Foundation - IxDF

Google UX Design

Google

UX Design: The Beginner Guide

Interaction Design Foundation - IxDF

Six Sigma: Green Belt

[Linkedin](#)

Learning Design Sprint

[Linkedin](#)

PUBLICATIONS

2024

Psychology of UX Design: Psychological laws and effects Gamification Biases

[BPB Publication](#)

I'm an official Reviewer of the Book. You can find me on Page 5.