

Shruti Shetty

Product Designer E-Commerce Experiences

 UAE |  shettyshruti3011@gmail.com |  0508806549

 <https://shrutiproductdesign.framer.website>

Product designer specializing in checkout, payments and wallet experiences for multi-brand e-commerce. 7+ years across product design, marketing research and engineering. Turns ambiguous business problems into shippable UI across iOS, Android and web, and designs for recovery and edge cases, not just the happy path.

Work Experience

Landmark Group /Senior Product Designer Aug 2022 - Present, Dubai

- Own end-to-end checkout (Basket → Thank You) and the Shukran Pay wallet for 6 brands (Centrepont, Babyshop, Max, Splash, Home Centre, Homebox) across 6 GCC markets on iOS, Android, Desktop and Mobile Web
- Redesigned the Shukran Pay wallet end to end: balance, expiry alerts, transaction history and credit note redemption with real-time validation and full error-state coverage
- Removed the shipping step for returning users, cutting checkout completion time by 50% (Monetate A/B test)
- Reduced checkout dead ends by surfacing out-of-stock items before payment and designing recovery paths (remove, save for later) in contextual bottom sheets
- Designed payment experiences for BNPL (Tabby, Tamara), local schemes (KNET, NAPS, Omannet) and payment-failure recovery, including held-balance messaging and blocked-method states
- Built a flexible cashback component system across 6 touchpoints (PDP to Order Details) so brands can configure any promotion without new design work
- Lead a cross-functional refunds task force using CS ticket data, journey mapping and agent interviews to reduce the #1 driver of call-centre contacts
- Improved product discovery through search, category navigation, repositioned PLP filters and a new 3×3 grid view
- Delivered the KSA Short National Address (SNA) feature under a compressed timeline, coordinating with product, dev and digital concept teams

PayNearby Technologies /Product Designer Nov 2021 - Jul 2022, Remote

- Designed FTUE onboarding flows for new users across responsive web and app
- Maintained the internal style guide and translated requirements into production-ready UI with Agile teams
- Moderated usability tests and prepared research assets to validate onboarding decisions

Pregnancy Break /Newbie Mum Jul 2020 - Oct 2021, Abu Dhabi

- Transitioned from marketing to product design through self-directed UX training

SFC Group /Marketing Executive Jun 2018 - Jun 2020, Abu Dhabi

- Planned and analyzed marketing campaigns for concept-cuisine and QSR brands across the group

Brandscapes Worldwide /Insight Mining Sep 2016 - Feb 2017, Mumbai

- Analyzed quantitative and qualitative client data to build insight-led strategic recommendations

Infosys /Systems Engineer Aug 2011 - May 2013, Pune

- Supported and developed Oracle POS applications for GAP Inc. stores across North America, Europe and China

Education

MBA, Marketing

Welingkar Institute of Management
Development & Research
2013 - 2015

B.E, Electronics & Telecomm Engineering

Thakur College of Engineering &
Technology
2007 - 2011

Core Skills

UX & Research:

User Interviews, Usability Testing, Journey Mapping, Rapid Prototyping, Empathy Mapping

UI & Visual Design

Wireframes, Mockups, Responsive Design, Design Systems, Micro-Interactions

Product & Collaboration:

UX Strategy, PRDs, Agile Workflows, Stakeholder Alignment, Cross-Functional Workshops

Tools:

Figma, FigJam, Framer, Principle, Miro, Whimsical, Lookback, Azure