Vineet Tiwari

SENIOR PRODUCT DESIGNER

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Senior Product Designer specializing in CRO, e-commerce experimentation, and Shopify ecosystems. Over a decade of design experience — the last 4+ years laser-focused on building high-converting digital commerce for 30+ brands. I lead through systems thinking, visual design, behavioural UX, and data-informed design decisions.

01 / EXPERIENCE

Tectonic

2023 – Present

Product Design Manager

- → Led UX design and strategy for **30+ e-commerce brands** — building unified, conversion-optimised experiences across platforms.
- → Designed complex interaction design patterns and user flows — authentication, reward/referral, bundle, and quiz-based shopping journeys from research through to production handoff.
- → Architected developer-friendly design systems and component libraries covering typography, colour, iconography, and interaction patterns.
- → Developed native Shopify Checkout Extensions strictly within platform guidelines; partnered with engineering in agile sprints for QA, iterative bug fixes, and pre-launch UI testing.
- → Spearheaded CRO initiatives and A/B testing programmes by analysing heatmaps, business metrics, and ad campaigns — driving significant measurable revenue growth across multiple brands.

KEY WINS & IMPACT

Ravelcare — Quiz optimization **+24.2L** –45% drop-off vs old PLP	**Saadaa — Inline size guide** **86%** Cart drop-off at size step — fixed	**Ember — Mobile ATC & CTA redesign** **+17.35%** Revenue per session
Letsbeco — Mobile CTA redesign **+15.97%** Revenue per session	**Includ — Cart & Auth redesign** **+45L** +4.01% RPS · Auth flow 7→3 steps	**Vaaree — Mobile-first PDP** **+7.79%** RPS · +5.49% Express Checkout

Virgio

2022 – 2023

Manager, Design

- → Co-designed and launched theme-based digital store pages for the mobile app, working within a cross-functional UX team.
- → Owned end-to-end design execution across multiple product categories from concept to handoff, ensuring consistency.
- → Managed design delivery across concurrent product category launches, maintaining quality and deadlines.
- → Directed a large-scale brand marketing event and activation campaign across multiple colleges in Southern India.

Reliance Retail

2019 – 2021

Asst. Manager — Footwear Design

- → Developed seasonal product concepts grounded in user-centered design and market research.
- → Coordinated seamlessly across marketing, development, and production teams.

Seven by M.S. Dhoni

2016 – 2019

Sr. Footwear & Accessories Designer

- → Designed multi-category product ranges aligning brand storytelling.
- → Visual merchandising for stores Pan India ensuring consistent brand narrative.

Mochiko (Adidas)

2013 – 2015

Senior Footwear Designer

- → Specialized in the design and development of core athletic footwear for Adidas.
- → Adapted global design trends and themes specifically for the Indian market.

02 / PROJECTS

Spectrum AI (SaaS)

Designed the end-to-end UI and visual identity for an emerging AI SaaS product. Translating complex technical workflows into intuitive, accessible interfaces.

CRO & Theme Plugins

Built custom plugins to streamline CRO auditing and extract themes efficiently for e-commerce environments.

UI Component Library

Created, designed, and launched a comprehensive personal UI elements library website.

03 / SKILLS

INTERACTION & UX

Interaction Design · Usability Testing · Wireframing & Prototyping · User Flows & Journey Mapping · UX Audits & Research

GROWTH & COMMERCE

Behavioural UX · CRO & A/B Testing · Shopify Ecosystems · Commerce UX (D2C/DTC) · Conversion Funnel Optimisation

SYSTEMS & STRATEGY

Design Systems · Product Thinking · Agile · Component Libraries · Stakeholder Management · Cross-functional Leadership

TOOLS

Figma | Photoshop | Craft | Whimsical | Illustrator | Notion | Framer | Clarity

04 / EDUCATION

Graphic & Web Design Diploma (2013)
MAAC (Maya Academy of Advanced Cinematics) — Kanpur

Bachelor of Commerce (B.Com)
D.A.V. College, Kanpur

Seeking senior design leadership to shape strategy, direction & impact.