

Meenu Sara Mathai | Product/UX designer and researcher

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Product/UX designer and researcher with 6+ years of experience in SaaS B2B and B2C digital products spanning AI/ML, e-commerce, enterprise, energy, robotics, and logistics. **Authorized to work in the US.**

Skills/Tools: User Research, Wireframe/prototyping, Information architecture, User analytics, Data visualization, User interface, Usability testing, Design system, Design strategy, Web/Mobile, Figma, Sketch, Adobe CC, AxureRP, Miro, Jira

Professional Experience

Product Designer - Contoro Robotics | Austin, TX Mar 2023 – Present

- Elaborated AI-driven 'Robot As A Service' as a core value proposition, guiding executive leadership from ideation to fully illustrated storyboards and customer journeys, enabling a \$7 Million seed fundraising round.
- Led field studies and user interviews of key customer executives, translating user pain points into the robot's technical development direction and documentation.
- Single-handedly established a new company-wide design system serving the first established product family across 3 digital products, including Human Machine Interfaces (HMI) and cloud-based responsive UI.

Product Designer - Shell | DEUS : human(ity)-centered AI | Netherlands Nov 2021 – Oct 2022

- Built the first business-adopted unified energy portfolio management tool including 6 new data visualizations, mapping complex user task flows and business processes of stakeholders in 4 countries.
- The MVP drove the Build vs. Buy decision toward saving \$30 MM on process errors annually.
- Established comprehensive research and design procedures, documentation standards, and accessibility protocols for energy portfolio management organization.
- Research outcomes used by 6+ product designers for product integration, streamlining design coherence.
- Established knowledge-sharing initiatives for the engineering team's understanding of the business domain, which reduced feature prioritization conflict and increased team velocity by 30%.
- Performed UX audit of the energy price AI forecasting tool and delivered 3 user flows for an improved interface, reducing task man-hours by 50% and implementing Shell's design system and accessibility guidelines.

UX Designer & Researcher - TU Delft Industry Collaboration | Netherlands Sep 2019 - Aug 2021

- Performed novel research on multi-intentionality in AI algorithms to increase transparency and user trust in AI-driven systems by aiding users' sustainable energy usage via a personal AI assistant.
- Built a futuristic service design concept for Ford's connected ecosystem and performed concept validation.
- Designed the AI voice interface design and interaction experience for a Siemens premium oven model, and delivered interactive prototypes and a revamped information architecture.

UX Designer - Mastek Ltd | India Jul 2017 – Jul 2019

- Identified over 50 usability issues, prompting a comprehensive overhaul of the e-commerce web experience.
- Designed an interactive shopping list management product, organizing lists by projects and rooms, tailored for interior designer usage. Improved the session duration and customer conversion rate by 11%.
- Built the user experience and interface design for a new personalized recommender system, identifying messaging issues and redesigning 4 components to improve user error resolution.

UX Analyst - UXMint | India Jan 2017 – Jun 2017

- Led user research and contextual inquiry for a walk and gait training prototype for cerebral palsy patients.
- Performed user interviews, competitor analysis, wireframing, prototyping, and visual design for an enterprise customer engagement software.

Education

Master of Science - Design for Interaction | Delft University of Technology , Netherlands
Research Thesis awarded with Distinction (9.5/10)

Bachelor of Engineering - Computer Science Engineering | Anna University, India