Shivesh Mishra

SENIOR PRODUCT DESIGNER

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PRODUCT DESIGN

- End-to-end product design
- 0-to-1 products
- Product strategy & discovery
- Growth design
- Information architecture
- Interaction design
- Wireframing & prototyping
- User flows
- UX research
- Usability & A/B testing
- Behavioural analytics
- Design systems
- Component libraries
- Accessibility & UX writing
- Cross-platform design
- AI product design
- Design critique

LEADERSHIP

- Design leadership & mentoring
- Stakeholder management
- Cross-functional collaboration

AI & EMERGING TECH

- AI-augmented workflows
- Prompt engineering
- Midjourney · DALL·E · Runway
- ChatGPT · Claude · Gemini
- Notion AI · Perplexity · Stitch

DESIGN TOOLS

- Figma · Framer · Sketch
- Adobe Creative Suite
- Miro · Whimsical · Principle

Senior Product Designer with **9+ years** delivering end-to-end product experiences across the creator economy, media, and travel. Currently leading and mentoring designers while shaping features for Stck.me, a creator platform with **21.62M monthly pageviews**. I build 0-to-1 products, scalable design systems, AI-powered tools, and growth experiments, and I measure success by conversion, retention, and real business impact.

Experience

Stck.me

Nov 2022 – Present

Senior Product Designer · Pune, India

- Own the full design cycle from discovery and strategy through engineering handoff, mentoring designers and working directly with co-founders on a platform with **1M+ creator sites** and **21.62M monthly pageviews**
- Designed **Picto AI**, an AI image tool embedded in the editor, achieving **+20% user adoption**, **+25% session duration**, and **+15% premium conversion lift**
- Shipped **Print Edition** (0-to-1): enabled creators to sell paperback books on Stck, contributing to **170K+ monthly sales**
- Led the redesign of the creator story page, rethinking content hierarchy, layout, and reading flow to improve creator presence and reader engagement
- Built a theming system across key product areas on Stck
- Defined and delivered micro-interactions, animations, and page-level transitions across the platform to raise product polish and perceived responsiveness
- Designed growth experiments across creator acquisition, activation, and retention, iterating on conversion and drop-off data to improve funnel performance
- Shipped Custom Domain, rebuilt Stats & Earnings with growth-focused creator insights, and launched Pro-Membership upsells

Scroll Media (scroll.in) (concurrent)

Nov 2022 – Present

Senior Product Designer · Remote

Designed the General Elections feature, Trending Articles, App Upsells, and membership products for one of India's leading independent news platforms, focused on readership growth and subscription revenue

Fastforward.ai

Jun 2022 – Sep 2022

Senior Product Designer · Amsterdam, Netherlands

Architected a **modular design system from scratch**, establishing component libraries, visual language, and interaction standards across the platform and internal tools

Tripaneer

May 2021 – May 2022

Product Designer · Amsterdam, Netherlands

- Designed end-to-end experiences for a global travel retreat marketplace spanning discovery, planning, and booking across international markets
- Built internal operational tooling for content and booking management teams

DEVELOPMENT

- HTML · CSS / SCSS
- JavaScript · jQuery
- Google Analytics

PRODUCTIVITY & DEV

- VS Code · GitHub
- Jira · Confluence · Notion
- Antigravity IDE

ScrollStack (now Stck.me)

Oct 2019 – Apr 2021

Senior Product Designer · Pune, India

- Built the platform from scratch, from the first artboard to live product, taking full design ownership across the entire build
- Led UX research, prototyping, and design across **10+ core areas**: Editor, Onboarding, Payments, Search, Profiles, and Stats & Earnings
- Built the design system and SCSS architecture from zero; ran A/B tests and behavioural analytics to align decisions with business goals

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Scroll.in

Jul 2017 – Apr 2021

Senior Product Designer · Pune, India

Designed and launched the Headlines App (Android, iOS & Web), Comments (driving daily active user growth), Live Articles, Newsletters, Membership Campaigns, and the Language Switcher

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Ongraph Technologies

Feb 2016 – Mar 2017

UI/UX Designer · Jaipur, India

Designed multi-client digital products from scratch; delivered UX research, wireframes, prototypes, and final UI in close collaboration with engineering and PM teams

Education

Master of Computer Applications (MCA)

2013 – 2016

University Computer Center, MLSU

Bachelor of Computer Applications (BCA)

2010 – 2013

S.S. Jain Subodh P.G. College