

Shiv Kanojiya

Product Designer · B2B & Enterprise SaaS

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PROFESSIONAL SUMMARY

Product Designer with 6+ years designing B2B and enterprise SaaS across logistics, fleet, government, and banking-analytics platforms. Owns the full arc — user research and requirement gathering through interaction design, design systems, prototyping, and validation — and, uniquely, into production code (front-end, back-end, and database). Repeated 0-to-1 delivery of multi-tenant, WCAG AA products used by thousands of people in the field.

SKILLS

Product & UX Design: End-to-end product design, user research, usability testing, wireframing, prototyping, user journey mapping, personas, design systems, information architecture, interaction design, B2B SaaS, enterprise dashboards, mobile & responsive design

Design Engineering & Technical: Front-end (HTML/CSS), API-driven integrations, database architecture, backend services, email integration, user authentication, full-stack deployment, cloud data pipelines, SQL

Data & AI Tools: Data-driven design, A/B testing, product analytics, AI-assisted research, Claude Code, Notebook LM, Tableau, SQL, Loveable, VS Code, Cursor

Design Tools: Figma, Protocie, Principle, Framer, Adobe Suite, Lottie, Rive

Collaboration: Cross-functional work with PMs and engineers, product design strategy, stakeholder management, design grooming, mentoring, agile workflows

PROFESSIONAL EXPERIENCE

Product Designer, **ROQIT Greenfleet Digital Solutions**

Hyderabad, India · Feb 2025 – Present

Design lead on India's first OEM-agnostic asset & intelligence platform — multi-tenant SaaS across fleet, logistics, and multi-modal transport.

- **RailParcel (South Central Railway / Indian Railways):** Interaction designer from field research to launch — ran requirement gathering and on-ground research; designed a trilingual, WCAG AA booking flow integrated with CRIS PMS, SBI payments, and four logistics partners. Live across **7 cities and 17 stations** — **20,000+ app downloads, 45,000+ consignments, 3x revenue**; national press coverage.
- **Bobba Express:** Designed and built a first-mile air-cargo logistics platform (customer, admin, and vendor portals + driver app) on the live Emirates SkyCargo API — PRD to production in 3 months. 12 customers and 80 shipments in the first two weeks, 40% repeat bookings.
- **Internal CRM:** Designed and solo-built a full-stack, role-based CRM (design, database, back-end, auth, hosting) in 15 days, replacing spreadsheets for four teams.
- Prototype and ship directly in code, removing design-to-engineering handoff loss and shortening delivery.

Senior UX/UI Designer, **Aion-Tech Solutions**

Hyderabad, India · Apr 2022 – Jan 2025

Lead designer on enterprise analytics engagements, business discovery through delivery.

- Delivered analytics products for **Schneider Electric, Adani Ports, and Air India** — shipped 8+ Tableau dashboards from discovery to handoff.
- Built and maintained a Figma design system that cut design-to-handoff time **30%** and component duplication **60%** across concurrent projects.

UI/UX Designer, **CRG Solutions**

Mumbai, India · Sep 2021 – Apr 2022

- Designed banking-analytics dashboards for **Kotak Bank and SBI**, restructuring dense financial data into clear, actionable views for relationship managers.

Freelance Design Consultant, **Independent**

Remote · Apr 2020 – Aug 2021

- UX/UI design for early-stage web and mobile products — wireframing, prototyping, and developer handoff.

UX/UI Designer, **BookMyShow**

Mumbai, India · Apr 2019 – Mar 2020

- Redesigned the mobile ticket-booking flow end to end, cutting checkout time **30%** across high-traffic booking surfaces.

SELECTED PROJECTS

- **RailParcel** — Government rail parcel platform digitising Indian Railways' parcel network (interaction design, field research, CRIS / SBI / partner integration).
- **Bobba Express** — First-mile air-cargo logistics platform, designed and built end to end on the live Emirates SkyCargo API.
- **Internal CRM** — Solo, full-stack, role-based CRM shipped in 15 days.

EDUCATION & CERTIFICATIONS

Bachelor of Commerce (B.Com), Business Analytics

Mumbai University · 2018–19

- **Advanced Certification in UI/UX Design** — IIIT Bangalore
- **Human-Centred Design (HCD)** — UC San Diego
- **Google UX Design Professional Certificate** — Google
- **Google Data Analytics Professional Certificate** — Google