

Shantanu Nautiyal.

UI/UX Designer | Product Designer

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PROFESSIONAL SUMMARY

UI/UX Designer with 3+ years of experience creating B2B and B2C products across eCommerce, ERP, CRM, and marketplaces. Skilled in UX research, product strategy, prototyping, design systems, and AI-assisted workflows.

SKILLS

UX Research & Strategy: User Research, User Interviews, User-Centered Design, Journey Mapping, Information Architecture, Competitive Analysis, Heuristic Evaluation

Product & UI Design: Product Design, Wireframing, Prototyping, User Flows, Responsive Design, Design Systems, Typography, Color Theory, WCAG, Design Handoff, Usability Testing, A/B Testing

AI-Assisted Design & Development: Claude Code, Lovable, Base44, v0, Figma Make, Stitch, Antigravity, MCP, GitHub Copilot

Design Tools & Front End: Figma, Adobe Suite, HTML, CSS, JavaScript, Tailwind CSS, Git, GitHub, WordPress

WORK EXPERIENCE

UI/UX Designer Sep 2023 – Present
[Webkul Software Pvt. Ltd.](#) Noida

- Create B2B and B2C SaaS products across eCommerce, marketplaces, ERP, and CRM, translating complex business requirements into clear user journeys and responsive interfaces.
- Produce user flows, wireframes, high-fidelity interfaces, and interactive prototypes across 20+ product modules for web and mobile.
- Collaborate with product managers, developers, and clients across 10+ projects to gather requirements, evaluate solutions, and align user needs with product objectives.
- Lead stakeholder discussions and design reviews, present rationale, incorporate feedback, and coordinate cross-functional teams around requirements and delivery timelines.
- Develop reusable UI components and interaction patterns to improve consistency, responsiveness, accessibility, and information hierarchy across product interfaces.
- Use AI-assisted workflows to explore concepts, iterate on interfaces, and prepare assets for developer handoff.

SELECTED PROJECTS

B2C eCommerce Marketplace Webkul / WooCommerce

- Mapped buyer and seller journeys, product discovery, and seller dashboards to improve marketplace usability.
- Introduced a Listing Quality Score to help vendors identify missing product information and improve product listings.

B2B eCommerce Marketplace Webkul / B2B Commerce

- Created RFQ, quotation, and bulk ordering workflows to simplify B2B procurement journeys.
- Improved vendor verification workflows and business dashboards through clearer information hierarchy.

LiveCommerce SaaS Landing Page SaaS / Web Design

- Created a SaaS product landing page showcasing key features and benefits to support higher conversion rates.
- Supported implementation using Figma MCP and Claude Code, alongside HTML, CSS, and JavaScript.

LawTribe Community Social Platform

- Developed community experiences for legal professionals, covering profiles, feeds, messaging, and user journeys.
- The platform reached **5,000+ users in 45 days**.

CERTIFICATIONS

[Claude Code in Action, Anthropic](#) (2026) | [Google UX Design Professional Certificate](#) (2022)

EDUCATION

Bachelor of Technology 2019 – 2023

Dr. A.P.J. Abdul Kalam Technical University

Intermediate (CBSE) 2019

Flora Dale Senior Secondary School, Delhi

LANGUAGES

English | Hindi