

Shantanu Nautiyal

+91 7838341422 | shantanunautiyal.ux@gmail.com | Ghaziabad, Uttar Pradesh
[linkedin.com/in/shantanu-nautiyal](https://www.linkedin.com/in/shantanu-nautiyal) | Portfolio: shantanu-nautiyal-portfolio.vercel.app

Summary

Product Designer with 3+ years of experience across 10+ B2B and B2C projects in eCommerce, marketplaces, ERP, and CRM, focused on intuitive and scalable user experiences.

Technical Skills

- **UX Methods:** User Research, User Interviews, User Journey Mapping, User Flows, Heuristic Evaluation, Usability Testing, Information Architecture, A/B Testing, Competitive Analysis
- **Design:** Wireframing, Prototyping, Visual Design, Design Systems, Typography, Color Theory, Accessibility (WCAG)
- **Tools:** Figma, Figma Make, Stitch, Adobe Suite, GitHub, VS Code, AI, MCP, Claude, Antigravity, Copilot, WordPress
- **Development:** HTML, CSS, JavaScript, Git, Python, Tailwind CSS, Bootstrap

Work Experience

UI/UX Designer | Webkul Software Pvt. Ltd.

Noida | 09/2023 – Present

- Designed B2B and B2C SaaS products across eCommerce, CRM, ERP, and marketplace platforms, creating intuitive and scalable user experiences.
- Created user flows, wireframes, ui designs, and prototypes for 20+ product modules for web and mobile.
- Collaborated with product managers, developers, and clients across 10+ projects, translating complex requirements into clear design direction.
- Built reusable UI components and design systems while improving legacy interfaces through stronger usability, accessibility, and information hierarchy.
- Presented design rationale to cross-functional stakeholders and used AI, MCP, and automation to accelerate research and design workflows.

Projects

B2C (Business to Consumer) eCommerce Marketplace

Webkul · WooCommerce

- Built user centered marketplace experiences and dashboards for buyers and sellers across web platforms.
- Collaborated with product managers and developers to improve usability, consistency, and responsiveness.

B2B (Business to Business) eCommerce Marketplace

Webkul · B2B

- Designed B2B procurement workflows for RFQs, quotations, and bulk purchasing, simplifying complex flows.
- Developed dashboards and verification workflows with improved usability and information hierarchy.

Bagisto Headless Commerce

Open Source · Bagisto

- Redesigned the headless storefront, increasing user retention by 30% while improving performance.
- Improved navigation, product discovery, and shopping experiences using reusable design patterns and accessibility.
- Delivered developer ready designs aligned with the existing design system for implementation.

LawTribe Community

Social Platform

- Crafted Social networking experiences for legal professionals, helping the platform reach **5,000+ users in 45 days**.
- Designed user flows, information architecture, and responsive interfaces for profiles, feeds, and messaging.

Certifications

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

Education

Bachelor of Technology | Dr. A.P.J. Abdul Kalam Technical University

Uttar Pradesh | 2019 – 2023

Intermediate (CBSE) | Flora Dale Senior Secondary School

Uttar Pradesh | 2019

Languages

- English, Hindi