



Jithin Manoharan

Product Designer

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Profile

An accomplished interaction designer with a passion for innovation and a commitment to enhancing user experiences. Currently thriving as a Product Designer at Flipkart, contributing to significant growth in GMVs through strategic design initiatives. Proficient in various design disciplines including UX, interface design, extended reality (XR) and design research.

Work Experience



Product designer II (Jun 2024 - Present)

Flipkart, Bengaluru

- Successfully launched premium product shopping within budget and ahead of schedule. Currently working on the shopping funnel revamp.
- Increased user engagement by 15% through redesign of the payment options in product page



Product designer (Mar 2022 - Jun 2024)

Flipkart, Bengaluru

- Played a pivotal role in enhancing the shopping funnel experience, particularly product page, resulting in significant increases in GMVs.
- Collaborated with cross-functional teams including personalisation, conversation, storefront, homepage etc. to drive user engagement and conversion.
- Contributed to the development of the DLS, FK labs, Illustration system, ensuring consistent and visually appealing branding across platforms.



Customer experience designer (Aug 2021 - Mar 2022)

Samsung RI, Bengaluru

- Leveraged design thinking principles to improve the overall user experience of Samsung products, with a focus on innovative solutions.
- Engaged in CX design research and interface design, contributing to the enhancement of Samsung's product ecosystem.

Education



Master of Design, Interaction Design (2019 - 2022)

National Institute of Design, Bengaluru

UX Design, Design Research, Interface Design, System Design, Service Design, Design Management, Extended Reality, VUI



Bachelor of Technology, Mechanical Engineering (2015 - 2019)

National Institute of Technology Calicut

3D Rendering/Prototyping, Manufacturing/ Metal working, Form studies, Designed and constructed a multifunctional coordinated dual arm robot for physically challenged people.

Major Projects

- Product page revamp**
More organised and brand pivoted content to bring engaging user experience. Making the app more modern and decluttered targeting the genZ audience.
- Gen AI product summarisation**
Swiftly assist users on decision making with AI-generated product insights from brand info and user reviews. First in market. Increased user engagement by 10%
- Video assistance**
Expert video assistance for personalised shopping experience to bring values of offline shopping online. Around 25 lakhs GMV/day in 3 months.
- Lifestyle driven mobile shopping**
A smartphone shopping journey different from conventional style. Focuses more on lifestyle images and visuals. Samsung recently invested \$300k for this experience for S24 series.
- Exploring XR in ecommerce**
Investigated the potential applications of extended reality technology in ecommerce, exploring ways to elevate the online shopping experience through immersive interfaces.

Additional Information

- Various achievements in Flipkart**
Awards and appreciations like Instant Karma, Ace alliance, etc. Won Designathon
- Sessions on design**
Conducted different sessions on my design journey
- Student exchange programme**
Got selected for student exchange programme by NID to OCAD Canada
- Formula Bharat engineering design competition**
Designed and manufactured F3 style car at NIT Calicut and led the team