

Shubh (Shay) Butani

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[Product Design Portfolio](#) · [LinkedIn Profile](#) · [GitHub](#)

PROFILE

Research-led Product Designer with experience designing web and mobile products across SaaS, marketplaces and operational tools. I turn user research and behavioural insight into accessible, low-friction workflows, partnering with product managers and engineers from discovery through delivery. Delivered measurable improvements in engagement, retention, sign-up and task-completion outcomes.

SKILLS

UX: user research for technical products, workflow mapping, information architecture for dense systems, interaction design for AI tools, wireframing, prototyping, usability testing

Accessibility: WCAG-informed design, cognitive-load reduction, clear navigation, dyslexia-friendly content and inclusive UI.

Behavioural science: discovery research, habit/trigger mapping, experiment design, nudges, feedback loops

Product: discovery, problem framing, PM/engineering collaboration, success metrics, experimentation, system thinking

UI & visual: responsive UI, design systems, typography, layout, motion, clarity-first design, trust-building visuals

Tools: Figma, FigJam, Framer, Adobe CC, Miro, Notion, Jira, GA, Hotjar, Shopify, Webflow

Coding Languages: Technical: Python, SQL, basic API use, data handling and simple automation.

EXPERIENCE

Product Design/UX Expert (Contract role) · [Mercor](#) · London · Aug 2026 – Present

- Design and evaluate UX for AI agents and agentic workflows.
- Evaluate human–AI interactions, task flows, tool use, and AI-generated outcomes.
- Develop UX criteria to improve the usability and reliability of AI agent experiences.
- Work on confidential projects with leading AI labs, applying product design expertise to next-generation AI systems.

User Experience Designer and Researcher · [Mapal Ltd](#) · London · Apr 2026 – Present

- Leading discovery and end-to-end product design for a mapping product across iOS and web, defining information architecture, navigation and core journeys for target users with location-based workflows.
- Conduct interviews and usability tests to identify friction points, then turn findings into prioritised opportunities, journey maps, annotated flows and high-fidelity Figma prototypes that guide product decisions.
- Partner with product and engineering stakeholders to define requirements, manage trade-offs and support implementation through design reviews and QA, helping move features from concept to release with greater clarity and alignment.
- Contribute to product success measurement by using research and usability evidence to shape iterative improvements across key user journeys.

Freelance Product / UX Designer · London & Remote · Oct 2024 – Apr 2026

Delivered research, UX and UI design for UK and international startups, marketplaces and operational teams:

[Nando's UK & IR:](#)

- Redesigned paper-based food-safety checks into a rapid, tap-through digital workflow for busy kitchen teams.
- Reduced duplicate entries by 40% and missed checks by 30% by simplifying task flows, reducing repeat input and clarifying time-sensitive actions.
- Designed manager dashboards for real-time compliance visibility, enabling teams to identify incomplete checks and intervene earlier.
- Worked within the constraints of time-pressured, multi-site hospitality operations, balancing speed, clarity, accountability and staff usability. (see case study: [Nandos](#)).

[Lume](#) ex-CelebFarm (**Brand-creator marketplace**):

- Identified friction in core marketplace journeys and high-intent content flows that made Lume's value proposition harder for brands and creators to understand.
- Restructured user journeys and refreshed conversion-focused content to clarify next steps and reduce decision friction..
- Contributed to a 25% increase in engagement and 15% increase in sign-ups over three months, based on internal metrics.

[Trueru](#) (**Cosmetic surgery discovery and evaluation platform**):

- Addressed the complexity and trust barriers faced by people researching cosmetic-surgery providers and treatment options
- Designed discovery, surgeon-evaluation and comparison flows, creating a trust-centred information hierarchy for provider credentials, evidence and decision criteria.
- Enabled users to compare options more clearly and make better-informed treatment decisions across a high-stakes journey.

User Experience Designer · [Loktantra Mediatech](#) (*Conversation-first social platforms*) · Feb 2023 – Aug 2024

- Led UX and product design for a conversation-first social platform (Meetup, Townhall, RoundTable, Yapp), working directly with the founding team. ([link to UI screens](#))
- Helped drive a 40% increase in user engagement and 30% improvement in retention by iterating on core flows using user research and behavioural insights.
- Supported delivery of a Meetup SaaS tool (up to 200 participants), partnering with engineering on priorities and tracking basic product KPIs. (see case study: [Meet Up](#))

Earlier Design Experience

Visual, brand and digital design roles | Jul 2020 – Feb 2023

- **Art Director;** [DDB Mudra Group](#), **Visual Designer;** [Loktantra Mediatech](#), [Bagpackerme](#) & [Ksquare Group](#) — built experience in brand systems, campaign design, stakeholder collaboration and conversion-focused digital experiences.
- Increased Bagpackerme platform traffic by 30% and drove 30% conversion growth for [Zaamna \(Learning management system - LMS\)](#)

EDUCATION

[Kingston University](#) · MSc, User Experience (Behavioural focus) · Sep 2024 – Nov 2025 (**Grade: high 2.1**)

[École intuit.lab](#) · Bachelors · RNCP Level-7, Design & Visual Communications · Jun 2016 – Nov 2020