

Shawn Vasandani

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Product Design Lead

Summary

I have ten years of design experience, working from the ground up to starting my own company and becoming a Senior Product Designer. Also, I helped launch Uber on the west coast and taught UX on the side.

Experience

Principal Product Designer

Prudential Financial, Sep 2023 - Present

Spearhead research initiatives, craft prototypes, and design concepts, and conduct usability testing. I collaborate closely with stakeholders, facilitate design thinking workshops, and deliver innovative designs, balancing hands-on creative work with managing a team of designers.

Senior Product Designer

Warner Bros. Discovery, Mar 2022 - Sep 2023

Led design on the Live Moments team, where we helped sports fans experience live moments together on the B/R app. I supported three product managers to help ship new features, led brainstorming sessions with the product trio, and designed new video experiences going 0-1 using the complete design process.

Senior Product Designer

Bonobos, Aug 2019 - Mar 2022

Led design of Bonobo's first Point of Sale system to create a frictionless omnichannel shopping experience. I collaborated with cross-functional teams and developed the end-to-end design process from strategy to launch, including research, ideation, and testing.

Product Designer

Verizon, Dec 2017 - Aug 2019

Helped design Verizon's Wireless new shopping flow and activation experience by creating and maintaining UX/UI design documentation, including user flows, style and component guides, wireframes, annotated screens, and prototypes. This resulted in a 10% increase in conversion.

Product Designer

Complex Networks, Jul 2016 - Nov 2017

Led design to increase engagement and support on Complex.com, built a chatbot to help identify sneakers and created a first-to-market video platform resulting in a 21% increase in daily video views and time spent on the app.

UX Designer

F Sharp, Sep 2015 - Jun 2016

Led collaborative design sessions with clients (design thinking to find innovative solutions and agile development to move fast and reduce risk), understood users and helped stakeholders gain empathy, and created wireframes and high-fidelity mockups alongside developers.

Sr. Operations Coordinator

Uber, Jul 2012 - Aug 2014

I was an operations team member that played a significant role in rapid user growth by providing scalable operation solutions for Uber X, Black, and SUV. Streamlined driver and vehicle on-boarding process from in-person to virtual. Grew from onboarding 80 drivers a week to over 200 a day.

Education

User Experience Design Immersive

General Assembly, 2014