

Mayank Jain

SENIOR PRODUCT DESIGNER

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[LinkedIn Profile](#) | [Behance Portfolio](#)

SUMMARY

Product designer with 13 years of experience building operational software for professional users: merchants, warehouse operators, underwriters, refinery engineers and finance teams. I lead discovery and problem framing with stakeholders, validate solutions through usability testing before engineering commits, and track adoption and ROI after launch.

EXPERIENCE

Senior Product Designer at ShipBob

May 2022 - Present

NEW DELHI, INDIA

Global ecommerce fulfillment provider running a network of fulfillment centers for DTC and B2B merchants. Individual contributor designing the systems the operation runs on, across four surfaces: the merchant app, the warehouse management system (WMS), the fulfillment management system (FMS) and the cross-platform design system.

- Drive end-to-end product design, from discovery and JTBD definition to usability testing, dev handoff, and GA launch.
- Use AI to synthesize data from Databricks, Salesforce, Gong, and support tickets, accelerating research and call synthesis.
- Map happy, unhappy, and alternate paths so scope and edge cases are clear before build.
- Prototype with Claude, Replit and Figma and scaffold to the Waypoint design system via UI MCP.
- Run merchant usability tests and turn findings into prioritized iterations with stakeholders.
- Partner with PM and Marketing on beta/GA strategy, onboarding, CSAT, and ROI tracking.
- Contribute to Waypoint components, documentation, and AI tools/skills that improve design consistency and speed.

KEY PROJECTS

TrackBob, branded tracking page

Led the design of ShipBob's branded tracking page across two phases, moving a surface used by around 12k merchants and seen about 5 million times a week from a third-party vendor to in-house. I benchmarked every carrier's tracking experience, mapped merchant app shipment statuses onto the new page, and built a Pendo funnel that exposed an 18% setup completion rate. Phase 1 shipped an MVP with merchant logo and website link to prove demand, and Phase 2 added brand colours and fonts, promotional banners, product recommendations, social media and menu links, and email-authenticated shipment contents, all with live preview. Validated the Phase 2 solution across five usability sessions with six brands on prototypes built through UI MCP in Replit, working with the PM and engineers from concept through UI QA and launch planning.

Order Management redesign, D2C and B2B

Rebuilt the merchant app's most used order surface, stuck on a legacy platform that had stalled its feature backlog and left B2B and D2C orders behaving differently. Made the case from usage data and merchant interviews that it needed a redesign rather than a lift-and-shift. Decoupled the data behind order statuses, filters and bulk actions, then unified five B2B order types (EDI, dropship, API, manual, FBA) with D2C into one dashboard for supply chain managers and support teams from merchant side. A/B tested internally before merchant sessions; in testing the new filter panel and shipment drawer cut time and clicks on the highest-frequency tasks.

[Case Study](#)

Internal Rate Card, fulfillment management system

Designed the carrier rate card system that ended ShipBob's reliance on real-time vendor rate APIs, which were too slow and costly at transaction volume and caused expensive label purchases whenever a vendor API degraded. Built for transportation operations team being stood up from scratch, with separate creator and approver roles across rate card creation (base rates, surcharges, discounts, restrictions), test-before-publish, approval and change requests, scheduling, and zip-zone mapping. Mapped the happy and unhappy paths per persona, prototyped in Figma for design review, and tested with the operations leads who would own the tool. Phase 1 replaces static rates in the route planner; the program targets \$1.6-2M in routing cost savings.

User Flow Mapper, internal Claude skill

Built an internal tool for anyone at ShipBob building with AI, developers and PMs as much as designers, that maps every happy, alternate and unhappy path through a flow before the build starts, producing a written breakdown and a branching diagram from a fixed set of context questions. Encoded ShipBob's own failure modes into it rather than a generic UX checklist: data sync conflicts between the merchant app and channel APIs, physical and digital mismatch on warehouse handhelds, carrier and vendor SLA dependencies, and AI-agent ambiguity. Written against a specific risk, that AI-assisted development is making the build step cheaper than the thinking step, so flows get coded before anyone has scoped them. Proven on the email notification revamp and published for org-wide use.

Native integrations and store settings

Led the redesign of store setup for ShipBob's 7 native integrations, including Shopify, Amazon and WooCommerce, bringing 3 separate entry points into one store settings journey built on the ShipBob Design System. I mapped every integration's setup flow, set a CSAT baseline of 3.13 out of 5, and validated the new journey through usability tests with the implementation team. The redesign added connection confirmation, automatic inventory sync and step-by-step Shopify setup instructions where the setting is. Support tickets about sync and settings fell by about 50% after launch. I worked with PMs and engineers across the INI and DevEx teams from concept through front-end QA and beta planning.

[Case Study](#)

EXPERIENCE (CONTINUED)

Senior UX/UI Designer at Think Design Collaborative

July 2015 - April 2022
NEW DELHI, INDIA

Led design on enterprise and B2B products across payments, insurance, industrial operations and content management. Managed visual design teams across multiple concurrent client engagements.

KEY PROJECTS

Vantiv & Worldpay

Designed business intelligence dashboards helping merchants and financial institutions act on payment processing data. Gathered requirements from product owners, structured the data model behind each dashboard concept, built interactive prototypes, tested with users, and worked within the capabilities and limits of the underlying BI tooling.

AdvantageGo

Designed a cloud InsurTech platform for underwriters to visualize and manage entire risk portfolios. Translated business analyst user stories into concepts for all primary features, presented and defended solutions to product owners, and produced the style guide and usability guidelines the development team built against.

Honeywell

Designed a web reporting system for engineers at a UAE alumina refinery to monitor physical and chemical process performance. Data analysis, data visualization and UI standards for a high-stakes industrial operations environment.

Adobe Experience Manager

Designed and implemented forms to the 18F US Web Design Standards, covering interaction design, compatibility testing and accessibility-driven component behavior across a cross-channel content management platform.

Team Lead, Web & Graphic Design at Fierce Hound Media & Consulting

August 2013 - June 2015
NEW DELHI, INDIA

Led a design team delivering ecommerce and corporate websites, brand identity systems, advertising campaigns, illustration and animation.

SKILLS

Discovery & research

Stakeholder interviews, user research, jobs-to-be-done framing, happy and unhappy path mapping, usability testing, Competition analysis, heuristic evaluation, personas, journey maps.

Product design

End-to-end flows, information architecture, interaction design, data visualization, design systems.

Measurement

Product analytics and funnel analysis (Pendo), baseline definition, adoption and ROI tracking, CSAT instrumentation, in-app announcements and guides.

Tools

Figma (auto layout, variables, dev mode), Claude and Replit for AI prototyping, design-system MCP tooling, Adobe Creative Suite.

Domains

Logistics and fulfillment, payments and BFSI, insurance, industrial operations, ecommerce, enterprise software.

EDUCATION

Bachelor of Multimedia & Animation | Mahatma Gandhi University and Arena Multimedia

CERTIFICATIONS

User Research: Methods & Best Practices | Interaction Design Foundation (IxDF), 2020