KS DESIGN

KUNAL SHANTILAL

Product Designer

about.

I'm a Product Designer with 8 years' experience designing SaaS products, specialising in native mobile apps. I'm driven by creating user-centred products that solve real-world problems and make a meaningful difference in people's everyday lives.

I design with empathy and clarity, balancing human needs with business and technical realities. I'm highly collaborative, value strong relationships, and bring system-level thinking to complex spaces, helping teams move faster, make better decisions, and build thoughtful, future-proof products.

contact.

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Linkedin

education.

- Bachelor of Design Innovation: 2013 - 2015
  Major: Media design
  Victoria University of Wellington

- Diploma of Web & UX Design: 2017
  Yoobee School of Design

experience.

Xero - Product Designer
Dec 2021 - Jul 2025

Native mobile product designer working on Xero's flagship Xero Accounting App, designing and delivering high-impact iOS and Android experiences used by over 500k+ active small businesses globally. Led medium to large-scale initiatives end-to-end in close partnership with Product and Engineering, driving measurable improvements in usability, engagement, and product quality.

Invoice Onboarding & Template Setup (Mobile)

Designed core invoicing experiences within Xero's mobile acquisition and onboarding flow, focusing on enabling new users to create and send invoices and set up invoice templates directly in the Xero Accounting App. The work aimed to reduce time-to-value faster while engaging with Xero's core revenue workflows.

Responsibilities
- Owned the experience and interaction design for the Create & Send Invoice and Invoice Template Setup flows within Guided Setup, enabling users to create invoice templates and send invoices directly from the app, capabilities previously only available on web.
- Partnered closely with a Lead Designer, Product Managers, Engineers, and Analytics to define task structure, success metrics, and completion logic
- Led user testing and experimentation, using qualitative insights and quantitative data to iterate on designs and improve task clarity and completion
- Designed reusable patterns aligned with the mobile design system to ensure consistency, accessibility, and scalability across platforms

Impact
- Drove a +7.66 percentage point uplift (+28% relative) in 14-day invoice sending for users exposed to the mobile onboarding experience
- Achieved a 35% task completion rate on mobile, significantly outperforming the equivalent web experience (20%)
- Accelerated user activation, with 40% of users who completed invoice template setup going on to send an invoice

Mobile navigation redesign (pre-release)

Redesigned the mobile navigation experience for Xero's Accounting App, translating validated information architecture into native iOS and Android navigation patterns designed to improve discoverability, reduce friction, and support future product growth. Details limited due to pre-release status.

Responsibilities
- Owned the navigation and interaction design for a global, app-wide mobile navigation redesign across iOS and Android
- Translated validated information architecture, research insights, and product requirements into scalable, native navigation patterns
- Drove early clarity in an ambiguous problem space, working closely with Product Managers and Engineers to establish direction and maintain momentum
- Coordinated across web counterparts and multiple mobile teams impacted by the change, mapping affected areas and facilitating alignment through workshops
- Contributed to system-level navigation decisions that improved consistency, accessibility, and future scalability of the mobile experience

Impact
- Designed to improve wayfinding and feature discoverability across high-frequency mobile workflows
- Reduced cognitive load by simplifying navigation structures and interaction patterns
- Enabled faster access to key actions, supporting quicker time-to-value for new and returning users
- Established a more consistent & cohesive navigation experience across mobile and web, supporting future product growth

WhosOnLocation - Digital Designer / Front-end Developer / UX Designer
2017 - 2021

- Designed and developed customer-focused UX/UI for B2B web applications, solving real-world problems for global customers
- Created low and high-fidelity wireframes, user flows, and interactive prototypes to support product discovery and delivery
- Collaborated closely with developers, product managers, technical writers, sales, and support teams to translate complex requirements into usable, scalable solutions
- Contributed to and evolved the product design system, helping future-proof new features and improve consistency across the platform
- Owned the global website redesign and development, working end-to-end from concept through to build and launch
- Supported go-to-market initiatives by designing feature release assets, marketing collateral, and partner-facing materials, building a strong understanding of how product decisions connect to customer experience and business outcomes
- Built a strong technical foundation through hands-on front-end development (HTML/CSS, JavaScript, CMS theming), strengthening design & engineering collaboration

technical skills.

Product Design & Delivery

- Native mobile design (iOS / Android)
- Design systems (native & custom)
- Accessibility (WCAG)
- Research & experimentation
- Analytics-informed design
- Cross-functional collaboration

Technical Foundations

- HTML, CSS, JavaScript (working knowledge)
- Front-end collaboration
- APIs (high-level)