

Shai Krishna

Unicorn Product Designer



Elevator pitch: With 8+ years of experience designing SaaS platforms, I've led CRM design at Freshworks and SenseHQ. I combine design and coding skills, using AI every day to work faster, smarter, and create better products.

[View my Portfolio](#)

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EXPERIENCE

Staff Product Designer

SenseHQ (Talent CRM)

JULY 2024 - PRESENT

- Led the design of Sense CRM, simplifying workflows and designing experiences for **enterprise users worldwide**.

- Designed intuitive tools like candidate surveys, task dashboards, and job management interfaces to improve recruiter efficiency and satisfaction.

- Spearheaded the design of **AI-powered features**, including candidate matching, analysis, and conversational AI, to empower recruiters with faster decision-making tools.

- Crafted engaging **data visualizations** and **dashboards** to help businesses easily track hiring metrics, like recruiter productivity and interview outcomes.

Lead Product Designer

Freshworks (Freshsales CRM)

DEC 2023 - JUNE 2024

- Lead Design Freshsales CRM, used by over **5000+** businesses.

- **CRM:** Designed the complete quote creation process, making it easier for users to generate quotes.

- Improved product management and the handling of different currencies and taxes within the CRM.

- **Analytics Dashboards:** Enhanced the analytics features, helping businesses better understand and track their growth.

Head of Design

MyCaptain (Learners and Mentors Portals)

DEC 2021 - SEPT 2023

- Directed the design strategy, contributing to a 20% growth in the user base within a year.

- Led a team of UX/UI designers and researchers, ensuring alignment with both company goals and user needs.

- **LMS:** Championed a user-focused design process, using data, user research, and continuous feedback.

- Built a unified Design System that impacted 250,000 learners.

- Worked closely with senior leadership to ensure design strategies aligned with business goals.

Lead Product Designer & Co-founder

Alfheimr - Global Dev & Design Agency

OCT 2018 - NOV 2022

- **Designed B2C products for multiple sectors**, including sports tech, e-commerce, cloud kitchen, and **gamified learning for the K-12 users**.

- I built a bite-sized learning platform that became one of the top 5 products on Product Hunt.

- **B2B Experience:** Designed products for insurance, medical hiring, freelance marketplace, and finance sectors.

- **Led a team of 10+ designers, devs and product managers.**

EDUCATION

SRM University

B.Tech, Computer Science Engineering

2014 - 2018

Indian School of Business (ISB)

Product Management, Executive Program

MARCH 2023 - JUNE 2023

SKILLS

User Experience (UX), Strategic Product Design, User Research, Usability Testing, Data-Driven Design, Cross-Functional Collaboration, Product Management, Interaction Design

Tools I use

Figma, Notion, Miro, Principle, Framer, Maze, Airtable

MENTORING / AWARDS

Mentored over 1000+ students through 200+ live classes.

Built a community of 5000+ designers.

Launched to Top 5 Products on Product Hunt