

# THAMIZH SELVAN

## PRODUCT MANAGER

Product Manager with 6 years in UX and product, including 2 years in product discovery. Closed first paying customer, shipped features that drive 80%+ growth, and supported a \$250K funding round. I turn user research into roadmaps, integrate new tech like GenAI where it matters, and build systems that actually work. UX background means I ship products that hit business goals without sacrificing user experience.

[Portfolio](#)

[Linkedin](#)

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## WORK EXPERIENCE

6 YEARS

### Product Manager & UX Designer

Shorter Loop | Remote | Dec 2022 - Jun 2025

- Identified critical product-market gaps through user research and competitive analysis, proposed new roadmap that increased demo-to-trial conversion and closed the company's first paying customer
- Launched three core features through cross-functional collaboration that secured first revenue and supported \$250K funding round
- Evolved and maintained existing design system, reducing design-to-dev turnaround by 30%
- Led full product redesign (onboarding, navigation, IA) that improved activation rates by 80% and drove measurable gains in satisfaction and retention
- Integrated GenAI into feedback workflows to convert unstructured user data into actionable insights, accelerating iteration cycles
- Conducted end-to-end user research (interviews, surveys, usability tests) to validate product decisions and inform feature prioritization

### UI UX Designer

Phantom FX | Remote | Feb 2021 - Oct 2022

- Redesigned underperforming VFX project management tool through stakeholder research, workflow analysis, and prototype testing—expanding use from project teams to finance and analytics teams.
- Drove adoption from 10% to 97% across 8+ departments in 2 studio branches by making the tool work for real workflows
- Improved product usability from SUS score <10 to 90 by understanding real user needs and making the tool actually work for how people worked
- Built scalable design system that reduced inconsistencies and cut design cycle times by 40%

### UI UX Designer

Freelance & Personal projects | Jun 2019 - Jan 2021

- Published Android apps with 1K+ downloads, handling end-to-end design and development
- Designed websites and mobile apps for freelance clients, conducting user research to inform design decisions and validate solutions

## EDUCATION

### MS Software Engineering

Vellore Institute of Technology

## SKILLS

- |                     |                            |                                  |
|---------------------|----------------------------|----------------------------------|
| • User Research     | • Information Architecture | • Product Discovery              |
| • User Surveys      | • Competitive Analysis     | • Product Roadmaps               |
| • User Interviews   | • Product Strategy         | • Experiments                    |
| • Usability Testing | • Design Strategy          | • Cross-functional Collaboration |