Pradeep Pandian

Product Design Lead – UI/UX · AI/ML-Focused Product Owner

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pradeeppandian.com | behance.net/pradeepppandian | CSPO · A-CSPO · CSP-PO | Available to join immediately

PROFESSIONAL SUMMARY

Product Design Lead and AI/ML-focused Product Owner with 16+ years of experience leading cross-functional teams across E-Commerce, Ed-Tech, Fintech, Oil & Energy and IT Services. Certified Agile Product Owner (CSPO, A-CSPO, CSP-PO) who owns UI/UX strategy end to end – from research and design systems to global rollout – and delivers enterprise-grade solutions using AI/ML, cloud and IoT technologies that drive measurable business impact.

KEY IMPACT

16+ yrs
UI/UX, product design & product ownership

40 countries
Samsung Shop app (iOS/Android) product & UI strategy

18 in 3 wks
Checkout 2.0 rolled out across 18 countries in 3 weeks

+15% / +18%
App conversion / sales-funnel performance

−30% / +25%
Support chat volume / content accuracy

PROFESSIONAL EXPERIENCE

Product Design Lead – UI/UX
Dec 2024 – Present

Intelliswift · Client: Samsung

- **Own product and UI strategy** for the cross-platform (iOS/Android) Samsung Shop e-commerce app across 40 countries, built on Flutter and Node.js.
- **Led the end-to-end migration** of Samsung India's e-commerce platform from GPV2 to SAP Commerce Cloud (Hybris), upgrading cart, checkout, payments and order fulfilment across web and mobile.
- **Incubated a 0-to-1 AI content-automation platform** built on a proprietary Retrieval-Augmented Generation (RAG) pipeline to automate brand-guideline compliance.
- **Integrated web and mobile experiences** with SAP Hybris, Adobe Experience Manager (AEM) and the enterprise analytics stack (Adobe Analytics, AppsFlyer, Firebase, Insider).

Lead Engineer – UI/UX Product Design
Oct 2018 – Nov 2024

Samsung India Electronics (SIEL)

- **Led the Checkout 2.0 programme,** redesigning the cart and purchase funnel to simplify flows and improve decision clarity, and rolled it out across 18 countries in 3 weeks.
- **Lifted app conversion by 15% and sales-funnel performance by 18%** through event-level data tracking, user-journey optimisation and A/B testing.
- **Cut customer-support chat volume by 30% and improved content accuracy by 25%** by automating self-service help journeys.
- **Established design governance:** standardised global UX templates, reusable component libraries and design-to-dev workflows (Jira, Confluence, Zeplin, Figma) that streamlined customised UI rollouts across global subsidiaries.
- **Led end-to-end UX** for Samsung's e-commerce web, mobile web and Shop app across India, the UK and other global markets.
- **Led UX/UI for an internal CMS** used by Samsung staff, improving the efficiency and usability of content management across digital platforms.
- **Defined design enhancements** for an internal staff tool at the Samsung BKC store, streamlining store operations and staff efficiency.
- **Aligned UX and product-enhancement decisions** with revenue goals in partnership with product managers, engineers and business stakeholders.

Senior UXM Associate Lead

Sep 2017 – Mar 2018

Tech Mahindra · Client: Schlumberger (NExT training – Sitecore custom project)

- **Designed web applications** for the Schlumberger NExT training site (nexttraining.net), contributing to approach and design decisions for new functionality.
- **Converted PSD designs into responsive HTML layouts** using the Bootstrap grid.
- **Built and customised SharePoint sites** through HTML/UI development and ongoing support.

Senior UI Front-End Designer, Associate Lead

Dec 2009 – May 2017

Mahindra Satyam · Client: Chevron (PAD BASS application)

- **Designed and developed web applications,** taking part in approach and design discussions for new functionality.
- **Delivered responsive UIs** by converting PSD designs to HTML with the Bootstrap grid, and provided UI/UX support.
- **Customised SharePoint sites** with front-end development and product-enhancement features; supported the client with enhancements and issue resolution.

Product Web Designer, Associate

May 2007 – Aug 2009

Axis V Creative Pvt Ltd · Client: Sharekhan (Ed-Tech application)

- **Designed UIs for interactive, cross-browser web applications** with complex interfaces – page calls, data binding, search filters and validation.
- **Built interactive components** including calendars, tooltips, popovers, form validation and AJAX calls.
- **Integrated the front end with back-end frameworks** and supported other web applications.

CORE SKILLS

Product & UX: Product ownership & strategy, UI/UX design management, user research, wireframing, prototyping, design systems, A/B testing, Agile/Scrum, stakeholder & requirements management, digital transformation, SaaS solutions, team leadership

AI & Data: AI/ML solutions, Retrieval-Augmented Generation (RAG), deep learning, NLP, computer vision/OCR, time-series forecasting, data science & analytics, business intelligence; TensorFlow, scikit-learn, fbprophet, Google Cloud Vision API

Tech & Platforms: Flutter, React Native, Node.js, REST APIs, HTML5/CSS3, Bootstrap; SAP Hybris (SAP Commerce Cloud), Adobe AEM, Salesforce, SharePoint, Sitecore, ERP/CRM, IoT, system integration; AWS (EC2, S3, Lambda), Azure, Google Cloud Platform; MS SQL, MySQL, PostgreSQL, MongoDB

Tools: Figma, Sketch, Adobe XD, InVision, Zeplin, Miro, Jira, Confluence; Adobe Analytics, Google Analytics, AppsFlyer, Firebase, Insider, Power BI, Tableau, QlikView

EDUCATION & TRAINING

M.Sc. Computer Science (Software Engineering), First Class

Jul 2001 – Jun 2006

AVC Institution of Engineering & Technology (Bharathidasan University), Tamil Nadu

Internship project: developed an ERP management system for client Bharat Gears Limited (BGL).

UI/UX Management Training

May 2014 – Oct 2014

UX Mint

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Advanced Certified Scrum Product Owner (A-CSPO)
- Certified Scrum Professional – Product Owner (CSP-PO)

LANGUAGES

English, Tamil

LEADERSHIP & ACTIVITIES

- **Samsung Hackathon (2024)** – Product Concept Designer
- **Leadership Pegasus (2023)** – Lead Trainer
- **Samsung Proud of Women (2022)** – Concept Director
- **Samsung D2C Cultural (2022)** – Event Organiser