



Manoj Shakar

Lead Product Designer | AI-Powered B2B SaaS |
Product & UX Strategy | 10+ Years

www.manojshakar.in
manojshakar.com@gmail.com
www.linkedin.com/in/manojshakar
+91 999 444 8205

Professional Summary

AI-Native Product Designer and Lead Product Designer with 10+ years shaping UX strategy and product innovation across AI-powered B2B SaaS platforms. Transformed Spendflo from a traditional SaaS management tool into a fully AI-native procurement platform, built Flo AI from 0 to 1, led a design team, and drove both strategic direction and hands-on IC work. Scaled products to 500+ enterprise customers and 50,000+ users across 4 companies. Proven at aligning design with business outcomes, influencing cross-functional stakeholders, and building design systems that last.

Work Experience

Spendflo

Lead product Designer • May 2024 - Present

- Transformed the platform from a SaaS management tool into a fully AI-native procurement platform — end-to-end redesign covering intake-to-procure and procure-to-pay modules across the full procurement lifecycle.
- Built Flo AI from 0 to 1 — Spendflo's conversational AI procurement assistant, designed entirely from scratch. Defined AI interaction patterns, trust signals, explainability frameworks, and human-override flows that became the AI design foundation.
- Rebuilt the UI with a token-based design system — designed and implemented design tokens (colour, spacing, typography, elevation) from scratch for a scalable, component-driven architecture. Improved design-to-dev handoff efficiency by 25%.
- Led and mentored a team of designers while partnering with Leadership to define roadmap and product strategy.

Vajro

Senior product Designer • Oct 2022 - Apr 2024

- Led end-to-end redesign of the mobile app builder platform used by 2,500+ e-commerce merchants, improving overall usability and workflow clarity.
- Improved onboarding completion by 64% by restructuring activation flows and simplifying merchant guidance across Shopify and BigCommerce integrations.
- Developed a unified mobile & web design system to ensure scalable feature expansion and consistent cross-platform experience.
- Mentored junior designers and elevated design quality standards across mobile and web experiences.

Education

Amrita Vishwa Vidyapeetham.

BE-CSE | 2010 - 2014

S.R.V. Matric Higher Secondary School.

Senior Secondary School (XII STD)
| 2008 - 2010

Core Competencies

Product & UX Strategy

AI Experience Design

Design Systems

B2B SaaS & Enterprise Platforms

Cross-functional Leadership

User Research

Data-driven Design

Conversion Optimization

Agile Product Development

Stakeholder Management

Roadmap Collaboration

Information Architecture

Accessibility (WCAG)

Tools

Figma • Adobe Creative Cloud

Miro • Notion • Jira • Confluence

AI & Prototyping

ChatGPT, Claude Code
(UX prototyping & workflow)

Product Analytics

PostHog

Microsoft Clarity

Hotjar

Freshworks

Senior product Designer • Jul 2018 - Sep 2022

- Contributed to enterprise marketing automation platform serving 50,000+ global users.
- Led redesign and launch of Journey Builder V2 improving workflow efficiency by ~28%.
- Improved campaign performance metrics by ~22% through UX enhancements.
- Contributed to Shopify integration expanding merchant reach and improving ecosystem adoption.
- Established and scaled product design system ensuring cross-product consistency.

Trimble Information Technology

UX Designer • Oct 2016 - Jun 2018

- Transformed legacy platform into 6 modern SaaS products with responsive architecture.
- Increased product adoption by 45% post redesign.
- Reduced support tickets by 60% through usability improvements.
- Grew mobile usage by 46% after launching responsive and mobile-first experience.
- Built reusable UI component library for enterprise product suite.

ZoomRx

UI Designer (Contract) • Jun 2016 - Aug 2016

- Worked on the design of the Survey mobile app, Focused on creating a user-friendly experience for app users.
- Responsible for creating visually appealing graphics.
- Designed impactful PowerPoint decks for various organizational needs.
- Contributed to the overall user experience and visual communication efforts.

Triton IT solutions

UI Designer/Developer (Contract) • Jan 2016 - May 2016

- Extensive experience in website design and mobile app development for clients from around the world.
- Created visually appealing and user-friendly interfaces.
- Customized designs to meet the unique needs and preferences of diverse clients.
- Focused on delivering high-quality user experiences.

Sri Hema Infotech

Graphic & Web Designer (Contract) • Apr 2015 - Dec 2015

- Involved in numerous projects and client collaborations across India.
- Provided high-quality graphic resources to clients.
- Created various assets, including illustrations, logos, icons, and visual designs.
- Tailored designs to meet specific requirements and branding objectives.
- Ensured delivery of visually appealing and impactful graphic assets.