

Giri Poonati

Senior Product Designer

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6+ years designing B2B and B2C products — from MVPs to scaled platforms. Shipped end-to-end across commerce, automation, and AI-native workflows. Equally comfortable with Figma, product thinking, and strategy conversations.

Professional Experience

Senior Product Designer – The MoonWind (Independent Consulting)

May 2023 – Present

Freelance Design

- Designed an invoice matching platform for finance teams, streamlining reconciliation across multiple payment sources — processing **500+ invoices/month**.
- Designed shift management experience for retail store operations covering schedule creation, swap requests, and floor coverage — deployed across **50+ stores, 2,000+ employees**, reducing schedule conflicts by **45%**.

Shipped Products – AI-native, end-to-end

- Storefront DS** — Open-source B2B commerce design system with Figma Code Connect and Chromatic visual regression; collapsed the design-to-code handoff loop.
- RefAgent** — Designed conversation flows and shipped a WhatsApp-based referral intelligence platform.
- InstaPoll** — Redesigned polling engagement flow, increasing user time-on-platform by **30%**.
- CoDrafter** — Designed and published a Chrome extension that removes friction in writing replies, messages, and emails.
- Also shipped:** FreshScan AI (produce freshness scanner) and WTC (kitchen intelligence platform).

Product Designer – Jio Haptik (Interakt)

Aug 2021 – Mar 2023

Platform & Growth

- Led product design for Interakt, contributing to platform growth from early-stage to **3,000+ businesses** within 18 months.
- Partnered with PMs and engineering to shape the roadmap, prioritise features, and ensure design feasibility within WhatsApp tech constraints.

Automation & Commerce

- Designed WhatsApp Automation Workflows (Auto-Checkout, Track Order, Lead Gen) — boosted conversions by **42%** and cut support load by **35%** through iterative research with 50+ users.
- Created a scalable workflow framework, speeding up internal development and enabling rapid feature expansion.

Onboarding & Activation

- Reimagined merchant onboarding using micro-learning, upsell moments, and progressive discovery — improved adoption by **32%** and reduced drop-off by **28%**.

Core Product & Mobile App

- Designed all core commerce surfaces: Order Panel, Product Panel, Payment Links, Commerce Settings.
- Built Shared Team Inbox (filters, tags, quick replies, assignments, smart cards) across web and mobile.
- Designed and launched the Interakt mobile app — achieved **4.6★ rating** and **2,000+ businesses** onboarded in Q1.

Product Designer – Zify Carpool

Apr 2018 – Mar 2020

Core App (0 → 1 → Scale)

- Redesigned the end-to-end Zify mobile app — increased engagement by **65%** and reduced drop-offs by **40%**.

- Led research with 120+ users and 75 commuters; shipped grouping and two-way request features — increased matches by **37%** and retention by **25%**.

Enterprise Dashboards

- Designed corporate mobility dashboards for IKEA, Novartis, and Amazon — enabling better fleet visibility and smoother operations.

Education

National Institute of Technology, Rourkela

Aug 2013 – May 2017

B.Tech

Skills and Tools

Skills: User Experience (UX), Visual Design, User Research, Data-Driven Design, Product Thinking, Interaction Design, Wireframing, Prototyping, Information Architecture, 0→1 Products, B2B SaaS, Design Systems

Tools: Figma, Claude Code, Cursor, Replit, Miro, Google AI Studio, Sketch, Adobe XD, Adobe Creative Cloud, Storybook, Chromatic