

Shiyon S V

UI & Visual Design Lead | Product Interfaces • Design Systems • Digital Experiences
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SUMMARY

UI and visual design leader focused on product interfaces, design systems and digital experiences for SaaS, web and marketing platforms. Builds reusable component libraries and design standards that bring consistency and speed to product teams, and works hands-on across the full design process - from interface execution to creative direction, design reviews and cross-functional delivery with developers, marketers and stakeholders.

“Shiyon brings a strong sense of ownership and professionalism to every project. He is dependable, easy to work with and consistently committed to delivering quality outcomes, even in challenging situations. His calm approach and willingness to support both clients and team members make him a trusted contributor across projects.”

~ **Syed Mohamed P V** — former Delivery Manager, Vtrio Solutions

SKILLS

Core Expertise: UI Design • Visual Design • Product Interfaces • Design Systems • Responsive Web Design • Frontend Design • Branding • Visual Communication • AI-Augmented Design Workflows

Leadership & Collaboration: Team Leadership • Design Strategy • Cross-Functional Collaboration • Creative Direction • Stakeholder Management • Client Communication • Creative Mentoring

Tools & Platforms: Figma • Adobe Photoshop • Adobe Illustrator • HTML • CSS • HubSpot • Claude • Framer • Notion • Asana

EXPERIENCE

CREATIVE DIRECTOR (UI & Visual Design Lead)

Vtrio Solutions Pvt. Ltd., Kochi, India
Sep 2023 - present

- Improved design delivery efficiency by more than 20% through reusable UI patterns, documented design systems and structured collaboration workflows across client and product initiatives.
- Reduced design review cycles by nearly 50% by establishing scalable component libraries, reusable design foundations and standardized review processes.
- Directed product UI and visual experience for Brng.ai, supporting a commercial rollout adopted by 20+ paying customers, serving 500+ end users and processing 5k+ daily searches.
- Contributed to reported improvements in search usage and product discovery while supporting AI-powered customer search experiences across live deployments.
- Led cross-functional collaboration across designers, developers, QA engineers and business stakeholders while driving hiring, mentoring and team capability growth.

TEAM LEAD

Vtrio Solutions Pvt. Ltd., Kochi, India
May 2017 – Sep 2023

- Improved design consistency and reduced repetitive design effort through component-based approaches, reusable assets and structured review practices across SaaS, onboarding and marketing initiatives.

- Established reusable design foundations comprising 20+ shared interface components, improving consistency and streamlining collaboration across projects.
- Directed end-to-end design execution across SaaS products, onboarding journeys and campaign experiences spanning enterprise and association client engagements.
- Led designers and frontend developers while balancing hands-on execution, stakeholder management, hiring, mentoring and resource planning.

UI/UX DESIGNER

Vtrio Solutions Pvt. Ltd., Kochi, India

Sep 2012 – May 2017

- Designed responsive websites and landing pages for global clients across marketing, ecommerce and communication projects.
- Created interfaces for iPhone puzzle games released on the App Store, designing game screens and user interactions.
- Grew from visual design into end-to-end UI/UX work — wireframing, interaction design and branding — while collaborating with developers across web and mobile.

SENIOR WEB DESIGNER

Asterisks Softwares Pvt. Ltd. Kochi, India

May 2008 – Sep 2012

- Designed and built websites, portals and branded digital experiences for clients across hospitality, healthcare, education, real estate and international sectors.
- Handled frontend implementation (WordPress, Joomla), client communication and mentoring of junior designers across end-to-end project delivery.

WEB DESIGNER

Asterisks Softwares Pvt. Ltd. Kochi, India

Dec 2005 – May 2008

- Designed websites, landing pages and digital marketing assets, producing HTML/CSS-based web pages and interfaces across multiple industries.

SELECTED PRODUCTS

- [Brng.ai](#) — AI Platform (Product UI, Website, Visual Direction)
- [Curie](#) — Real-time API delivery platform (Branding, Website)
- [RadiumBlock](#) — Web3 infrastructure platform (Branding, Website)

PROFESSIONAL DEVELOPMENT

- Design Systems University — Make Design Systems People Want to Use
- Google AI Essentials — Coursera

EDUCATION

B.Tech.(Computer Science & Engineering)

(Coursework Completed)

University of Calicut | 1999 - 2003