Bindi Raval

Product Designer

bindiraval@gmail.com | +1 (437) 556 1302 | Portfolio | LinkedIn

SUMMARY

Product design leader with 10+ years of experience shaping B2B SaaS enterprise platforms through research-driven design, systems thinking, and innovation. Skilled in driving design strategy, leading cross-functional teams, and delivering scalable solutions that accelerate business growth and enhance user engagement.

EXPERIENCE

Independent Product Design Consultant

Remote | 01/2024 - Present

- Providing design product/UX services to small organizations, early-stage startups, to NGOs, helping shape user-centric web and mobile experiences such as websites, web applications, and mobile applications.
- Leading end-to-end design efforts, including product discovery, UX strategy, and high-fidelity prototyping.
- Produce UX artifacts including user journeys, wireframes, and high-fidelity prototypes.

Lead Product Designer

Canada Post | 11/2022 - 11/2023

- Led the end-to-end redesign of the Developer Program, delivering validated designs projected to improve developer onboarding and reduce support volume significantly.
- Conducted user research, stakeholder interviews, and usability testing to inform IA restructuring, journey optimization, and self-service access enhancements.
- Collaborated in Agile sprints to deliver accessible, scalable solutions across responsive and desktop views.
- Optimized onboarding flows for the offline shipping solution used by enterprise customers, identifying critical gaps and improving user experience ahead of product updates.

Product Design Lead

Software AG | 04/2015 - 08/2022

- Led the design strategy for the complete API Management suite for over 7.5 years, contributing to its recognition in the Forrester Wave and Gartner Magic Quadrant.
- Designed the webMethods API Gateway from 0→1, collaborating with cross-functional teams to deliver an enterprise-ready platform used globally by 100+ customers.
- Spearheaded the Developer Portal redesign, reducing customization time by 50% and enhancing developer engagement.
- Designed the UX for multiple products, including the webMethods Cloud Migration app (SaaS) and Master Data Management (on-premise).
- Established a unified design system and brought consistency across the webMethods suite.
- Conducted research with Fortune 500 clients, optimizing IA and influencing key product decisions.
- Facilitated UX strategy workshops to drive cross-functional alignment with engineering, product, and business teams.
- Built and scaled the UX team, led hiring and onboarding processes, and fostered a collaborative, high-performance design culture.
- Mentored junior designers and partnered with PMs to align product priorities with user needs and business goals.

Senior Graphic Designer

FCB SHOUT | 04/2014 - 12/2014

- Delivered UI/UX design for client projects across websites, mobile applications, and web applications.
- Projects included mobile app design, web application interfaces, marketing pages, and campaign/pitch presentation designs.
- Delivered projects for leading Malaysian telecommunications and finance clients.

Senior Web Designer and Front-End Developer

Mindvalley | 10/2013 - 11/2014

- Developed front-end interfaces for a meditation application and its supporting web portal.
- Enhanced Mindvalley's web platform UX and visual design.

Web Designer & Front-End Developer

Freelance | 01/2009 - 09/2013

- Led end-to-end UX/UI design and front-end development for clients across e-commerce, public sector, and startups.
- Delivered projects from concept to deployment, including research, wireframing, design, development, and testing.
- Built long-term client relationships by consistently delivering high-quality, user-centered solutions.

SKILLS

Design Strategy, UX Design, Interaction Design, Information Architecture, Service Design, Visual Design, Design Systems, Prototyping, Wireframing, Data-driven Design, User Research, Usability Testing, Journey Mapping, UX Audits, Competitive Analysis, Team Leadership, Cross-Functional Collaboration, Agile & Product Development Lifecycle, Product Management, HTML/CSS, Accessibility (WCAG 2.1), Figma, Sketch, Miro, Mural, Adobe Suite, Jira, Confluence

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EDUCATION

Bachelor of Fine Arts in Applied Art & Visual Communication
Gujarat University

Bachelor of Arts in English Literature
Gujarat University

CERTIFICATIONS

- Human Computer Interaction Design Certification – Indian Institute of Technology, Bombay
- User Centred Design – The Interaction Design Foundation
- User Research: Methods & Best Practices – The Interaction Design Foundation
- Accessibility: How to Design for All – The Interaction Design Foundation
- Conducting Usability Testing – The Interaction Design Foundation
- UX Management: Strategy and Tactics – The Interaction Design Foundation