

Bindi Raval

Product Designer

+1 (437) 556 1302

bindiraval@gmail.com

[binderaval.com](https://www.binderaval.com)

<https://www.linkedin.com/in/bindiraval/>

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, Freelance

01/2024 - Present

- Partnering with small organizations (NGO and startups) to design and deliver end-to-end B2C and B2B digital products.
- Leading product discovery, journey mapping, prototyping, and usability testing for web and mobile solutions.
- Producing UX artifacts, including user journeys, storyboards, wireframes, and high-fidelity prototypes.

Lead Product Designer, Canada Post

11/2022 - 11/2023

- Led full redesign of the Developer Program to reduce onboarding friction and support load, applying accessibility principles (WCAG 2.1) and design thinking methodologies.
- Conducted user research, stakeholder interviews, and usability testing to inform IA restructuring and self-service access flows.
- Designed and optimized onboarding journeys for the enterprise shipping tool.
- Collaborated in Agile sprints with product and engineering teams, delivering scalable solutions across desktop and responsive views..

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 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 language and brought a consistent user experience across the webMethods suite.
- Conducted user research with Fortune 500 clients, optimizing information architecture and influencing key product decisions.
- Championed cross-functional alignment by facilitating UX strategy workshops with engineering, product, and business stakeholders.
- Mentored junior designer(s) and partnered with PMs to align roadmap priorities with user goals and business KPIs.

SKILLS

Design

Design Strategy
Product Strategy
Interaction Design
Information Architecture
Storyboarding
User Journeys
User Flow
Wire-framing
Prototyping
Visual Design
Design System
Data-driven Design
Accessibility (WCAG)

Research

User Research
UX Audits
Data Visualization
Competitive Analysis
User Persona Development
Usability Testing

Collaboration

Problem Solving
Team Leadership
Cross-Functional Collaboration
Product Development Lifecycle
Agile Product Development
Software Development Lifecycle
Stakeholder Management

TOOLS

Figma, Sketch, Miro, Mural, Jira,
Confluence, Adobe Suite, HTML/CSS

Senior Graphic Designer, FCB SHOUT

04/2014 - 12/2014

- Delivered UI/UX design for client projects across website, mobile app, and web app domains.
- Engaged in requirement workshops, visual design, and front-end interface handoffs.

Senior Web Designer and Front End Developer, Mindvalley

10/2013 - 01/2014

- Contributed to front-end development of Omvana, a meditation app.
- Led UI enhancements to Mindvalley's web platform to improve user flow and visual appeal.

Web Designer & Front End Developer, Self-Employed

01/2009 - 09/2013

- Delivered end-to-end design and development solutions for diverse clients across e-commerce, public sector (Government), and startups.
- Led projects from conceptualization, UI/UX design, front-end development, and deployment.

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 - IIT, Bombay

User Centred Design - The Interaction Design Foundation

User Research - Method & 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