

# NIYAS V

## Senior Product Designer

[Featured in Bestfolios' "Top 8 Designer Portfolios for 2026"](#)

Phone: +91 9633 005 141 Email: niyamax@gmail.com

Portfolio: <https://niyasv.com> GitHub: <https://github.com/niyamax> LinkedIn: <https://www.linkedin.com/in/niyasv/>

### SUMMARY

Product Designer with **7+ years building consumer-facing mobile and web products at scale, including AI-powered conversational interfaces**. Proven track record **conducting user research across diverse regional markets, building scalable design systems, and applying systems thinking** to solve complex problems. Skilled at translating complex data and model behavior into intuitive experiences with thoughtful UX guardrails. Combines **technical implementation expertise with strong information architecture fundamentals** to deliver accessible, consistent solutions. Experienced **collaborating cross-functionally in agile environments** and mentoring designers through critique and feedback.

### EXPERIENCE

#### Sr. Product Designer

**Entri** • [Featured by Google for Developers for AI-powered vernacular learning](#)

Oct 2021 - Present

- **Increased course activation from 21% to 53% (+149%)** through **build-to-learn experimentation** and **data-driven design iterations**, conducting A/B tests on course discovery features and leveraging **AI-assisted prototyping** to simplify complex user flows into intuitive solutions.
- Designed **AI-powered learning experiences including EVA, Interview Coach, and Teaching Assistant** by translating research insights into conversational interfaces that guide users through complex workflows with clarity and trust.
- **Designed and shipped 3+ internal tools (letterhead generator, document systems) using AI coding tools**, streamlining operational workflows and eliminating repetitive manual work for internal teams.
- Built comprehensive **design system** with reusable components, typography scales, color schemes, and iconography, **improving team efficiency by 40%** and ensuring **consistent, accessible** user experience across web and mobile platforms.
- **Collaborated cross-functionally in agile sprints**, leading design reviews and articulating design rationale and trade-offs through **user flows, wireframes, and prototypes**.

#### Interaction Designer

**ClusterDev**

Nov 2018 - Oct 2021

- Designed and developed interface for **10+ multilingual keyboard products (42M+ installs, 13M WAU)**, managing multiple product categories simultaneously, each with unique interaction patterns, while creating **delightful consumer experiences** and balancing user needs with technical constraints across **socially diverse user groups**.
- Defined **information architecture and interaction patterns** for multilingual interfaces, creating **accessible, inclusive experiences across linguistic and cultural contexts**.
- Instrumented analytics and conducted funnel analysis to identify friction points, using **data-driven insights to improve install-to-activation by 35% and drive 3x user growth**.

### ACTIVITIES

#### Community Lead

**Friends of Figma, Kochi**

Aug 2020 - Feb 2025

Organized design meetups, workshops, and design sessions for local designers, fostering a collaborative design community in Kerala.

#### Mentor

**TinkerHub Foundation, Kochi**

Nov 2018 - Present

Mentored designers and developers through hands-on projects, design critiques, and collaborations.

### EDUCATION

#### Master of Computer Application

**MG University, Kerala**

2014 - 2017

#### Bachelor of Computer Application

**Kannur University, Kerala**

2011 - 2014

### SKILLS

**Design:** Figma, Framer, Protocie, Visual Design, Typography, Design Systems, Information Architecture, Apple HIG, Material Design, User-Centered Design, Rapid Prototyping, A/B Testing

**Technical:** HTML/CSS, Figma Make, JavaScript, GitHub, Mixpanel, Claude Code