

SHRUTI SHANKAR NARAYANAN

Product Designer

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SUMMARY

Product designer who takes the work all the way into a working build. I own features end to end, from research and user flows to high-fidelity UI and prototypes, then carry them through delivery with engineering. I read and write front-end code, and I build my own Claude Code skills and agents to turn what I design into a running product, so ideas get tested for real instead of staying in Figma. At Workhall I built the design system behind a no-code enterprise platform and lead design on its automation builder, which means running my own research, setting priorities, presenting to stakeholders, and mentoring interns. On my own I have shipped two live products and an open component library.

SELECTED PRODUCTS (DESIGNED AND BUILT INDEPENDENTLY)

MediClear • Operating system for multi-branch veterinary clinics

[Live](#)

- Ran the product end to end, from problem definition and flows through interface design, build, and release across four connected surfaces: a staff console, an AI clinical copilot called Dr. Whiskers, multilingual discharge notes in six Indian languages, and a mobile app for pet parents.
- Designed the AI surfaces so the copilot supports the clinician rather than taking over the record, with every generated note editable before it reaches a pet parent.
- Built in Next.js 15 with Bun, Drizzle ORM, Better Auth, and Zod. Made the technical calls myself, including changing auth providers and adding an ORM layer, and wrote the code alongside Claude Code agents and skills I set up for this stack.

Open component library • Published on the shadcn registry

[Live](#)

- Designed, built, and maintain 123 components across 7 categories, each rendered live on its own page with copyable source, including a resource scheduling calendar with drag and resize, a split-pane workspace shell, and a resizable assistant dock.
- Shipped a 29-component AI interface set covering chat input, chain of thought, reasoning, tool calls, sources, artifacts, code blocks, and confidence controls, plus a motion and interaction set of hand-written scroll and hover behavior.
- Built in React and Tailwind CSS, published as a shadcn registry and installable in one command. Maintained in the open, with user feedback feeding the roadmap.

StationLine • Restaurant and restrobar POS

[Live](#)

- Owned the product end to end: user research, flows, interface design, the component set, and the React and Next.js front end.
- Handled India-specific billing and compliance, including Tamil Nadu FL3 alcohol licensing, TASMAC reconciliation, dual GST and state VAT tax handling, and dry-day enforcement.
- Benchmarked against Petpooja, Restroworks, and LimeTray to decide what to keep simple and what to build differently.

EXPERIENCE

Product Designer • Workhall, Chennai

Feb 2024 to Present

- Own features end to end across research, user flows, wireframes, high-fidelity UI, prototypes, and developer handoff for a no-code enterprise platform.
- Lead design on Flow Builder, a canvas-based automation builder. Produced a research-backed prototype covering dry run execution logs, a flow validator, a templates library, undo and redo, and canvas-level AI build, informed by competitive analysis of Make, n8n, Power Automate, Appian, Mendix, and Salesforce.
- Built the design system from scratch: tokens for color, typography, motion, shadow, radius, and spacing, plus a three-tier density model (Compact, Standard, Comfortable) that replaced variant-based density across 1,000+ components. Around 30 percent gain in developer efficiency.
- Restructured the Figma library into Foundations, Core, and Complex files to fix load performance, and migrated density variable modes across the whole component library.
- Redesigned 20+ high-usage components, including inputs, tables, modals, toasts, and breadcrumbs, improving task completion speed by 25 percent.
- Design the AI surfaces of the product. Designed the UI for Knowledge Box, where functions are packaged as reusable skills, and audited AI entry points across nine product surfaces to map where the assistant was missing and where it could open inline instead of stacking overlays.
- Accessibility lead on the platform: integrated WCAG guidelines, enabled screen reader support, and designed a 12-theme high-contrast system across light and dark modes.
- Run the delivery side of my own work: scope and sequence design tasks, present wireframes and rationale to stakeholders, write the audits and specs engineering builds from, standardized the team's design documentation templates, and mentor interns.

UX Designer • WIST Ltd., New Zealand

2023

- Designed an AI-driven chatbot interface for technicians on a building management platform, cutting manual troubleshooting time by 80 percent.

UI/UX Designer • Freelance, India and New Zealand

Dec 2020 to Jan 2023

- Ran client projects end to end, from brief and scope to delivery, across restaurant menu systems, wedding and marketing collateral, 15+ hand-drawn digital mandala artworks sold to clients, and the cover and layout of a published book.
- Designed and built multiple portfolio sites in React, Next.js, and Tailwind CSS, including a terminal-style interface and a camera-inspired design, hosted on AWS with S3 and CloudFront.

SELECTED PROJECTS

- **Nothing website concept redesign:** a full product marketing site for a phone and headphone launch, with 3D product views, an exploded component view, scroll-scrubbed motion, a colorway configurator, and synthesized UI sound. Built in Next.js and React with Three.js, GSAP ScrollTrigger, and Lenis, plus a process page that exposes live frame rate, draw calls, and a wireframe toggle. [Live](#)
- **Color accessibility tool:** a custom HSV color picker that blocks inaccessible choices at selection time, checking every color against its background and rejecting anything below the chosen WCAG threshold. Built in React and shipped with a written case for internal stakeholders. [Live](#)
- **Sarathi:** a spiritual guidance chatbot grounded in the Bhagavad Gita, using retrieval-based verse citation and ElevenLabs voice cloning, so answers stay traceable to a source verse. [Live](#)
- **iPhone 15 Pro landing page replica:** fully responsive build in React and Tailwind CSS with GSAP and Three.js motion, deployed on Vercel. [Live](#)

SKILLS

Design: Figma at expert level, including variables and variable modes, component architecture, auto layout, and interactive prototyping. Design systems and tokens, user flows, wireframing, high-fidelity UI, interaction design, WCAG accessibility, usability testing, competitive analysis, Adobe Photoshop, Illustrator, InDesign, and Premiere Pro.

Motion and 3D: GSAP and ScrollTrigger, Framer Motion, Three.js, Lenis, scroll-driven motion, Blender.

Front-end: React, Next.js, TypeScript, Tailwind CSS, shadcn/ui, Drizzle ORM, Supabase, Postgres, Zod, Vercel, Git.

AI: Claude Code, including custom skills and agents I write to take my own designs into code. MCP integrations, retrieval-based question answering, prompt-driven prototyping. Certified by Anthropic in Claude Code and agent skills.

Ways of working: End-to-end ownership, scoping and prioritization, stakeholder presentations, design reviews, specs and handoff documentation, mentoring interns, Storybook, Axe DevTools, Jira.

EDUCATION

Master of Applied Computing • Lincoln University, New Zealand

Nov 2022 to Nov 2023

UX, software development, neural network applications, advanced database management, and an industry UX project.

B.A. Journalism • M.O.P. Vaishnav College for Women, India

Jun 2017 to Apr 2020

CERTIFICATIONS

Interaction Design Foundation: Human-Computer Interaction, The Foundations of UX Design, finishing in the top 10 percent of course takers. Master classes in UX Writing and in Design Systems.

Anthropic: Claude Code in Action. Introduction to Agent Skills.

Google: UX Design Certificate, covering the UX process, research, wireframing, and high-fidelity Figma prototyping.

Amazon Web Services: Certified Cloud Practitioner.