Shine Krishna

Senior / Lead Product Designer · Product, UX and service design · 14+ years

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SUMMARY

Senior Product and Experience Designer with 14+ years of experience shaping complex digital products across banking, telecommunications and media. I combine systems thinking with strong hands-on design expertise, connecting customer needs, business priorities and technology to shape better experiences. At Westpac, I influenced banking experience direction and led design system improvements. At Spark, I helped transform legacy services into self-service, improving task completion and reducing support demand. I bring clarity to complex problems, challenge assumptions and influence decisions from strategy through to delivery. I use AI tools such as Claude Code to work faster. Available to start immediately.

SKILLS

Skills	Product Strategy, Interaction Design, Service Design, Design Systems, User Research, Usability Testing, Journey Mapping and Service Blueprints, Information Architecture, Prototyping, Accessibility (WCAG AA), Stakeholder Management, Mentoring and Design Critique
Tools	Figma, FigJam, Miro, Claude Code, Copilot, Optimal Workshop, Jira, Confluence

EXPERIENCE

Transmax · Senior Product Designer (contract, parental leave cover)

Apr 2026 – Sep 2026 · Brisbane

- Mapped and individually visualised 252 operational workflows across a complex legacy traffic management platform, creating a shared understanding of how the system works and a foundation for product strategy and migration planning.
- Developed an AI-assisted workflow mapping and visualisation process using Claude Code, Copilot and Figma, completing the catalogue and diagrams in approximately 6 weeks against an estimated two-quarter timeline.
- Established an SME validation process with Product, Delivery and domain experts to review workflow accuracy, identify gaps and support future Classic-to-Next-Gen migration decisions.
- Audited design tokens across Figma and code, finding 4 clashing naming styles and 160 colour token names for just 80 colours, and proposed a three-tier token system with a clear naming grammar to fix it.

Westpac · Senior Experience Designer

May 2020 – Apr 2026 · Auckland

- Owned the RED design system for almost two years, running component reviews, governance and contribution across teams. Upgraded tokens, colour and typography in Figma, supporting an accessibility uplift and an estimated 30% reduction in design-to-development time (the development lead's estimate).
- Led UX for the Depositor Compensation Scheme (DCS) across digital, contact centre and branch. Defined 6 customer journeys and tested prototypes. Research with 30 customers and a 2,200-person survey showed customers needed clearer information they could trust. Concepts scored a SUS of around 85 in concept testing, and a new web page and banker content went live by July 2025.
- Co-led concept design to simplify business lending, a process with more than 4,300 steps. Tested prototypes with real customers while senior leaders watched.
- Delivered experience design across 6+ projects, often for 2 squads at once, including the Midas to Finacle migration, lending, Westpac One and business online banking.
- Led discovery with a team of 3 designers for the native iOS and Android redesign of the Westpac One app.
- Shaped shared ways of working for a practice of 16 designers, including templates, Figma structure, naming and design readiness. Introduced experience map and user flow templates that became standard practice.
- Raised design quality across the practice by running weekly design tips sessions and regular design critiques. Mentored junior designers and sat on hiring panels to help grow the team.
- Designed the new Workflow Tool that staff use, after mapping workflows across 40 internal teams with a service designer to plan their move from Excel into Microsoft Dynamics 365 (CRM).

Spark · Senior Experience Designer (promoted from Interaction Designer) Nov 2016 – Apr 2020 · Auckland

- Led design for MySpark Business, Spark's B2B and government self-service portal, for 2+ years. Set a phased UX strategy to modernise the legacy portal and add React micro-portals for new customer segments.
- Redesigned 10+ core journeys using 30+ customer interviews and usability testing. The programme contributed to a 20% drop in MySpark-related calls, worth an estimated $2M to $3M a year.
- Designed 6 micro-portals, including Managed Data, Mobile-as-a-Service and a Private APN order portal, opening up 4 new customer segments, including government. Managed Data adoption grew from 0 to about 50%.
- Supported up to 4 squads at once with the Lead Product Owner and Senior Business Analyst, keeping design 4 to 5 sprints ahead. Mentored 3 junior designers and won the Best Team Player Award.
- Brought billing, engineering, provisioning and product teams together around “the wall”, a large service blueprint that became standard practice across Spark Business.
- Designed core journeys for onboarding, user roles and permissions, password reset, order tracking, billing, and buying and changing services.
- Designed journeys for the move of 800,000+ Xtra Mail accounts and for broadband Join Online. Designed app experiences for Lightbox and Spark Sport across iOS, Android, web and tvOS.

Fastfilmz · Product Design Lead Sep 2015 – Nov 2016 · Remote

- Led design strategy, UX, visual design and branding across iOS and Android for a new video-on-demand app.

Cisco (via Tech Mahindra) · Senior UX/UI Designer Jul 2012 – Oct 2014 · India

- Designed set-top box and companion app experiences for Cisco Videoscape clients, including Astro and Foxtel.
- Designed 4-key remote navigation and low-bandwidth companion apps, and maintained the Videoscape UI elements library.

EARLIER CAREER

Human Factors Research & Design (HFR&D) · UX Analyst Bangalore

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2adpro (now part of Deloitte Digital) · Associate Art Director (promoted twice) India

- Managed a team of up to 20 designers across 3 shifts.

EDUCATION

Master of Applied Artificial Intelligence (in progress) Auckland University of Technology (AUT) · Expected 2027

Bachelor of Commerce Calicut University, India
