Arun Kumar R S

Senior Product Designer

E-commerce · Discovery → PDP → Cart → Checkout → Post-Order · Conversion · Retention · AI-native workflows

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SUMMARY

Senior Product Designer with 10+ years shaping how millions of people in India shop, across SHEIN India, AJIO and Zivame (Reliance Retail) and a 0 → 1 startup. I own complex, high-stakes domains (payments, post-order, membership, discovery), frame the problem with product and business, and tie design decisions to measurable outcomes: 7 lakh+ returns turned into exchanges, a new B2B revenue stream, and a 34% product-page conversion lift. I lead beyond my title, mentoring junior designers and setting up the design-system, QA and handoff practices my team uses. AI-native: I prototype in code and shipped my own portfolio end to end.

PROFESSIONAL EXPERIENCE

Reliance Retail (SHEIN India, AJIO, Zivame) — Jul 2019 – Present

Senior Product Designer | SHEIN India — Jul 2026 – Present

- Own homepage, listings, product page and growth design in a funnel-based team of 2–3 designers.
- SHEIN Club: designed a paid membership from first banner to renewal, defining how 7 benefits adapt to 4 customer cohorts across 10 touchpoints; one configurable landing page serves every cohort, with auto-add-to-cart as the first A/B test.
- SHEIN Trends: introduced trend-led discovery for the Indian catalogue across homepage, listings, product page and search, serving the top 20 of 500 daily trends to each user cohort.
- Maintain and update the team's design system, and set up how the team works: design-system guidelines, a design QA checklist with UAT tasks assigned across designers, a handoff format and file organisation, all adopted by the team; run internal design reviews.
- Represent design with the SHEIN global team and external partners on the SHEIN India app redesign and the SHEINVERSE influencer program.
- Built a design-system POC for AJIO's four storefronts (AJIO, Luxe, AJIOGRAM, Rush) to help its designers: one component that re-themes per store in Figma, carried into code with Storybook; a side initiative in the same Reliance office.

Product Designer | AJIO.com — Jun 2024 – Jun 2026

- Sole designer for two pods (Post-Order, Cart & Checkout), each with a PM; inherited Post-Order with no documentation, never missed a sprint commitment, and mentored freshers throughout.
- Exchange Nudge: split the Return entry point and moved the exchange choice ahead of the return default, with a personalised reason and the fees at stake, and return kept one tap away; 7 lakh+ returns became exchanges, exchange share grew 48% in 12 months, and reverse-logistics costs fell by crores a year.
- GST Enablement: added a GST layer to the consumer checkout (GSTIN validation, billing address from the GST record, eligibility rules for mixed carts, invoices through to the order page) in 3 phases, invisible to everyone else; 1 lakh+ business orders at about 11× the average order value, a new B2B revenue stream.
- ZIP AI: designed how shopping works inside AJIO's conversational assistant (entry points, response states, products in chat), on top of the provider's model; 80 lakh+ users, 15 lakh+ product clicks and 90K+ purchases.
- Best Coupon on Cart: replaced an unsorted coupon list with the best coupon pre-selected and one-tap apply; 2 crore+ coupons applied, by about 20% of cart views.
- UPI Refunds on COD: designed verified UPI refunds for cash-on-delivery returns, removing the mistyped bank details behind half of refund failures.

UI UX Designer | Zivame Jul 2019 – May 2024

- Sole designer for 3 PMs over 3+ years, then helped hire 2 junior designers; mentored a fresher.
- Led the homepage and navigation revamp while design leadership was away, aligning product, business, engineering and merchandising; 12 static banners became 12 configurable widgets in a 15-day sprint, lifting homepage click-through from 33% to 41% and add-to-cart from 10% to 17%.
- Drove the product page redesign from research to launch as sole designer: offers ranked by saving, a product video, one scannable description and fit help in the size picker; conversion rose 34%.
- Grounded Fitcode in in-store research with customers, rebuilding the fit tool around how a bra feels rather than measurements; used by 1.8M+ women, with a 7% conversion lift.
- Redesigned cart and listings (combo grouping, offer separation, out-of-stock recovery, intent-based filters), lifting cart-to-order conversion from 27% to 33% and mid-funnel conversion from 58% to 61%.
- Surfaced UPI apps upfront in checkout (conversion 70% to 72%) and introduced item-level returns, exchanges and back-to-source refunds.

Product Designer | MyBataz (Social Commerce, 0 → 1) Sep 2018 – May 2019

- Sole designer for a 0 → 1 social commerce startup, mentoring 2 junior designers: took the concept to an investor-pitch prototype in 4 days, then through 3 versions to 5 lakh+ downloads.
- Designed the shop-from-content loop (posting, product tagging, discovery) and monetisation features (Bataz Finder, Custom Brand Ads), contributing to about 40% revenue growth within 3 months of launch.
- Designed the brand-side SaaS platform: 8 modules including analytics dashboards, AI audience segmentation and a predictive spend model, on a design system I built.

UI Designer | Swaaadle Tech Feb 2017 – Aug 2018

- Designed websites, apps and brand identities for 15+ clients in e-commerce, fintech and healthcare.

UI Designer | MAE Home Intelligence Jul 2015 – Jan 2017

- Designed corporate websites and brand identities, and built a web app for a video hub and food ordering.

SELECTED PROJECT

arunkumarrs.com | Portfolio, designed, built and shipped with AI 2026

- Designed in Figma and built in code with AI tools: a reusable page system behind 14 case studies, motion and mockups, shipped to my own domain with Git, tested and set up for search; no confidential data shared with AI.

SKILLS AND TOOLS

Skills: Product Strategy · E-commerce UX (Discovery to Post-Order) · Behavioural Design · Systems Design · Growth and Conversion · AI UX · Design Systems · Design Leadership and Mentoring · Experimentation

Design: Figma (Dev Mode, variables, FigJam) · ProtoPie · Framer · Jitter · Photoshop · Illustrator

AI: Claude Code · Lovable · Google Stitch · Figma Weave · ChatGPT

Research: Amplitude · Maze

Collaboration: Asana

Build: HTML · CSS · JavaScript · Git

EDUCATION

B.Tech in Information Technology | PPG Institute of Technology, Coimbatore May 2015