# Shiva Muthiah

## Resumé

UX Designer who also codes a little

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Portfolio

> Designer generalist with broad and deep experience designing simple interfaces for complex systems. I love talking to people to understand their mental models. I use this understanding to design systems that simplify processes without hiding necessary complexity. I love investigating how complex technical systems work and don't work. I let clearly defined problems and constraints reveal the right creative solution.

- UX/Product designer with 14 years of experience both in-house and at an agency
- Started my career as a web & Unix programmer for 5 years
- On the side, I design and build (web) apps to help people feel calmer, explore the web in new ways, and reflect on themselves and the past
- I'm also a photographer exploring grief, place and the more-than-human world

## Professional experience

**Senior Product Designer**   **HubSpot**   Remote   2021–2025

> Designed import and export tools that are used by ~16,000 people to import ~300 million rows of data every day. As the sole designer I designed and evolved this core part of the product to help customers reduce errors and improve data quality all while helping the team iterate faster, and prioritize and plan more effectively. I learnt about the complexities of designing at scale, planning for design evolution and how close collaboration with a small team can create better solutions faster.

- Reduced dropdown option errors by 35% and facilitated scaling of the error-fixing functionality and design to now catch errors in over 90% of all imports
- Worked closely with BE developers by created shared documentation of import errors, their impact and prevalence leading to better prioritization and phased planning of improvements in error mitigation features
- Designed type-inference heuristics with collaboration with FE developers to improved data modeling in the CRM using automatic property creation
  - Outcome: Large increases in structured data types – 237% increase in new dropdown properties, 96% increase in new number properties and 35% drop in plain text properties
- Discovered repetitive mismatched-dropdown error action in research, and worked with FE to develop an auto-fix heuristic
  - Outcome: Auto-fix is used by 40% of all imports with errors
- Created team process for continuous qualitative customer research using CSAT feedback as sourcing mechanism.
  - Outcome: weekly customer calls that built helped us understand customers more deeply and receive continuous iterative feedback on designs

- Designed a generalized find & replace function to prevent errors, running moderated and unmoderated usability tests to validate designs
  - <u>Outcome</u>: Prevented ~15,000 dropdown option errors and 850,000 errors in total within the first 30 days of release
- Improved repeatability and reliability of the import tool with a import template feature
  - <u>Outcome</u>: Average time to import dropped by a minute for template imports
- Gathered, analyzed and synthesized 2 years of CSAT and forum feedback and ran prioritization workshops to help the team strategize and prioritize future work
- Kickstarted a process of light-weight sharing of every customer call with the team to help build a shared awareness of customer needs
- Ran team brainstorming sessions to help team bond and share learnings

**Experience Strategy & Design Lead**    **Isobar**    New York    2011–2021

> Worked with a wide variety of clients designing everything from financial fund tracking apps, to high-end art auction experiences, multi-platform streaming video players and service designs for car-sharing services. I learnt how to onboard quickly, investigate the big picture context of a solution and to deliver impactful results using my generalist skillset.

- Clients include GM, Cisco, HBO, Sotheby's, Blue Cross Blue Shield, NTT-West, Trustmark and more
- Used Service Design to help GM Maven better understand issues with their car rental service and prioritize fixes
- Lead brainstorming sessions, designed and prototyped a range of product ideas for Cisco resulting in the launch of a new video and software portals
- Modernized Sotheby's website's auction pages and developed a responsive and modular publishing system for blog posts
- Created and managed a design delivery portal for Trustmark, providing a single place for the client and team to review, discuss and refer to our process and outputs
- Redesigned HBO.com's search interface working closely with developers to improve the quality of results

**Senior programmer**    **Satyam Computers**    Chennai, Budapest, London    2004-2009

- Developed a variety of transactional websites for Citibank
- Developed a custom shell using Perl to facilitate logging and access control

# Education

**Masters in Human Computer Interaction**
Georgia Institute of Technology, Atlanta, GA
2009–2011

**Bachelors in Electrical and Electronics Engineering**
University of Madras, Chennai, India
1999–2003