

Shiva Muthiah

Product Designer

Brooklyn, NY

+1 (425) 922 8872
kmshiva@gmail.com
linkedin.com/in/kmshiva/
kmshiva.com

Professional summary

Full stack product designer who has worked in B2B, B2C, in-house and agency spaces. I use my background as a developer to help teams explore ambiguous and technically complex problem-spaces and iterate quickly to ship clear experiences.

Work experience

HubSpot

Senior Product Designer, CRM Import & Export

Remote

06/2021–07/2025

Sole designer for CRM import & export tools used by ~16K people to import ~300M rows every day.

Iterative, metrics driven improvement

- Created error-fixing design patterns that evolved from addressing 50% of imports and 3 error types to 95% of imports and 25 error types
- Reduced dropdown errors by over 35% (>400K errors/month)
- Designed error auto-fix UI and heuristics, now used in >40% of imports

Broadening impact through collaboration

- Improved CRM data model via automated property creation system resulting in 237% increase in structured types and 35% drop in unstructured types
- Designed type-inference heuristics in collaboration with developers

Improving efficiency

- Dropped time to import by 20–40% by designing a templating feature that helped improve repeatability and reliability of imports

Team building through shared data and telling stories

- Ran prioritization workshop based on qualitative analysis of customer feedback from over 2 years of CSAT and forum data
- Developed processes for weekly customer research calls and sharing research learnings in easily-digestible forms for the broader team

Isobar

Experience Strategy and Design Lead

New York

08/2011–05/2021

Helped clients with rapid ideation and exploration of new problem spaces, and used service design techniques to strategically evolve complex services. Clients include GM, Cisco, HBO, Sotheby's, NTT-West, Blue Cross Blue Shield, Fidelity, Deutsche Bank, Trustmark and more.

Rapid ideation & prototyping

- Led brainstorming workshops, design and prototyping for Cisco, resulting in launch of a new video and software portal within 6 weeks

Deep research to uncover problems and opportunities

- Used service design techniques to help GM's Maven car rental service uncover issues and designed prioritized fixes and enhancements
- Helped HBO explore future digital strategy with concept exploration, interviews and analysis

Designing complex systems

- Helped HBO develop a unified design system for a multi-platform HBO GO media browser and player
- Modernized Sothebys.com's auction pages and developed a responsive and modular publishing system for blog posts

Satyam Computers

Senior Programmer

Chennai, Budapest, London

01/2004–01/2009

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

Education

Masters

HCI (Human Computer Interaction)

2009–2011

Georgia Institute of Technology, Atlanta, GA

Bachelors

Electrical and Electronics Engineering

1999–2003

University of Madras, Chennai, India

Skills

UI/UX & Interaction Design
Wireframing & Prototyping
Quantitative & Qualitative Data Analysis
User Research & Data Synthesis
Design systems

Figma, Generative UI (V0, Lovable)
Dovetail, UserTesting
HTML, CSS, Javascript, SQL, Python