AMALA SEBASTIAN

Product Designer | UI/UX Designer

Summary

Product Designer with experience leading 0→1 and scale-stage products across SaaS, mobile, and enterprise platforms. Experienced in leading end-to-end product design, building design systems, and shaping product strategy through research, data, and cross-functional collaboration. Strong background in complex workflows, data-heavy platforms, and usability at scale.

Work Experience

Product Designer | Aeternum Corp, Edmonton, Alberta
Jul 2025 - Present

- **Founding designer who launched platform from 0→1 to Alpha** as sole designer, shaping product strategy alongside founders and engineers.
- Designed complex workflows, data flows, information architecture, and high-fidelity prototypes for the platform's core features.
- **Built the design system and component library from scratch** for scalable engineering handoff.
- Collaborated with founders and engineers to shape roadmap, feature prioritization, and product direction based on business goals and early user insights.
- Launched Alpha with **100+ subscribed users** and iterated onboarding and core flows through usability testing.

Product Designer | LoadShare Networks, Bengaluru, India
Sep 2024 - Apr 2025

- **Designed delivery app used by 500K+ delivery executives across India**, improving overall UX and optimizing homescreen and referral flows, resulting in 35% increase in engagement and 20% boost in onboarding completion.
- **Conducted 15+ field interviews and live ride-alongs** with delivery executives to understand on-ground workflows and inform design decisions across products.
- Designed StaffPay web platform for internal operations, reducing operational response time by 40% and improving team productivity by 15%.
- Designed Branch app to manage waybill operations and shipment assignments, reducing processing errors by 50% and accelerating assignments by 30%.
- Created **mobile app for team leads** to manage operations for 200+ delivery executives (e-commerce, food delivery), improving operational efficiency by 35%.
- Led usability testing with delivery executives and translated insights into iterative product improvements.

Lead UI/UX Designer | Concept Dash, Canada
Feb 2023 - Sep 2024

- **Built CRM platform from 0→1 for the construction industry**, designing web and mobile applications from scratch that centralized project management, client data, and business operations. Led end-to-end UX from concept through launch, engaging 50+ users throughout the design process.
- Conducted qualitative user interviews and usability testing to guide design decisions.
- Designed road collision analysis software visualizing **1000+ data points** and multi-parameter reports providing insights into high-risk intersections.
- Led the UX design for a stormwater management app, simplifying complex calculations and processes for urban development, enhancing user experience and efficiency by 50%.
- Managed timelines across 5+ concurrent projects while leading UX execution.
- Developed scalable design systems in Figma and maintained component libraries.
- Collaborated with developers, product managers and business stakeholders in Agile environments to translate research into intuitive, accessible, and visually compelling interfaces.

Freelance Product Designer
Jun 2023 - Sep 2023

- Built a health-tracking app integrated with a wearable glucose monitor.
- Designed ticketing system for bus conductors, customer-facing booking app, and ERP tool for route management.

Junior Architect | Air Architecture Studio, India
Jan 2022 – Aug 2022

- Experienced at all phases of residential, commercial and industrial design and coordinated timelines and project submissions for timely client handover.

Contact

- 📞 + 1 (226) 899-3987
- 🌐 Portfolio: amalasebastian.com
- ✉ amala.seb97@gmail.com
- 🔗 www.linkedin.com/in/amala-sebastian-b52568151/
- 📍 Ontario, Canada

Skills

Product & Growth Design : End-to-end product design • 0→1 product ownership • Product strategy collaboration • Roadmap planning with leadership • Onboarding • User journey simplification • KPI-driven and data-informed design decisions • Systems thinking

Design System & Scalability : Design system architecture • Scalable component libraries • Token-based systems • Design Documentation • Cross-team design adoption • Developer-ready design handoff

Complex Platforms & Information Architecture : Dashboard and data-heavy UX • Workflow simplification • Information architecture • Legacy platform design • Transactional and operational interfaces • Accessibility (WCAG)

Collaboration & Leadership : Cross-functional leadership (Product, Engineering, Founders) • Design advocacy • Stakeholder alignment • Agile product development • Design QA

AI-Enhanced Designed Workflow : AI/LLM-assisted ideation and UX exploration • AI for wire framing • Content • Research • Workflow acceleration using AI tools

Tools : Figma • Illustrator • Whimsical • Miro • HTML/CSS familiarity

Education

Bachelors in Architecture,
Bishop Jerome School of Architecture, India
2016- 2021

Certification

Google UX Design Professional Certificate
2022

Growth School - UI Design workshop
2022

Achievements

Led a team of 11, driving project success and fostering collaboration.

Designed and curated company-wide design systems.

Independently designed intuitive and user-friendly CRM web and mobile platforms.