

# Edu Mohan

## Product Designer | Problem solver

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I'm a Product Designer with over a decade of experience working across India and international product teams, designing complex B2B and B2C products, from enterprise platforms and analytics tools to growth and monetisation surfaces. I've worked in distributed setups spanning India, Europe, and the US, and I'm comfortable navigating cultural, organisational, and timezone differences without losing execution quality.

I'm most effective in ambiguous problem spaces, where structure needs to be created before solutions can exist. My work often sits between design, product, and engineering, helping globally distributed teams align, prioritise, and execute with clarity. I have a habit of asking uncomfortable questions early, sketching before I speak, and caring deeply about how systems behave once they leave Figma. Recently, I led a founder-driven, 0-to-1 project outside traditional tech, and I'm now intentionally returning to hands-on UX roles where thoughtful systems design, judgment, and calm execution matter.

### Experience

#### Urban Motion Pictures | Co-founder / Director

May 2024 – Dec 2025 | Kerala & Karnataka, India

- Co-founded an independent production company and served as Production Head for a feature-length Malayalam film (Dheeran, released July 2025).
- Led and coordinated a 120-member crew across the full production lifecycle, ensuring alignment, clarity, and smooth day-to-day execution.
- Managed 60 days of pre-production and 65 days of principal photography, working closely with direction, camera, art, sound, logistics, and production teams.
- Oversaw post-production phases, including edit coordination, sound, marketing deliverables, and title animations, ensuring continuity from concept to final release.
- Worked closely with marketing and distribution teams on product positioning and release readiness.
- Acted as the connective layer across departments, resolving issues early and maintaining momentum under tight schedules and real-world constraints.
- This experience strengthened my ability to run large, cross-functional systems, make clear decisions under pressure, and keep complex operations moving forward, skills I now bring back into product and UX work.

#### Personio | Senior product designer

June 2022 – May 2024 | Berlin, Germany (Remote)

- Led the redesign of how customers set up, manage, and monitor integrations across Personio, approaching it as a coherent, platform-level experience rather than a set of isolated features.
- Worked closely with customers to define the IT Admin persona through Jobs-To-Be-Done interviews, helping shape roadmap priorities and clarify integration-heavy use cases.
- Designed and shipped the Integration Hub in collaboration with four product teams, creating reusable patterns that scaled consistently across the platform.
- Delivered measurable improvements to activation performance post-launch, increasing integration activation completion rate from **27%** to **31.88%** within the first month.
- Improved onboarding and setup efficiency by reducing average integration activation time by **~39%** (from 7 minutes 40 seconds to 4 minutes 42 seconds), lowering friction for first-time users.
- Acted as the design point of contact for integration-related initiatives, balancing usability, technical constraints, and long-term system consistency.
- Later worked on Personio's recruiting module, including leading design for automated screening workflows focused on clarity, efficiency, and decision confidence for hiring teams.

#### Babbel | Senior Product Designer – Growth & Monetisation

August 2021 – June 2022 | Berlin, Germany (Hybrid)

- Worked on growth and monetisation areas such as onboarding, subscriptions, pricing, and payments across Babbel's product ecosystem.
- Redesigned key journeys from first-time use to purchase, focusing on clarity, trust, and reducing friction.
- Collaborated closely with Product Marketing, UX Research, UX Writing, CRM, Brand, and Engineering teams across Berlin and the US.
- Contributed to the Babbel design system to ensure growth experiments didn't compromise long-term experience quality.

#### HackerEarth | Design Manager / Lead Product Designer

May 2019 – July 2021 | Bangalore, India

- Led design for HackerEarth's core platform, covering assessments, question libraries, evaluation workflows, and candidate analytics.
- Reported directly to the CEO (acting as Head of Product), partnering closely on product direction, prioritisation, and roadmap discussions.
- Drove a platform-wide redesign that improved how companies create, manage, and analyse technical hiring processes at scale.
- Introduced analytics across tests, candidates, questions, and submissions, helping users make more informed hiring decisions.
- Hired, mentored, reviewed, and set quality standards, while remaining deeply hands-on in complex problem areas.

#### [24]7.ai | Senior Product Designer

January 2018 – April 2019 | Bangalore, India

- Worked as the sole designer on several core initiatives, collaborating with a ~30 member cross-functional team spread across two geographies.
- Redesigned CJA, a customer journey analytics product, translating complex sequential pattern mining into understandable workflows.
- Worked on AlVA, combining product design and conversational design to shape chatbot-based user experiences.
- Designed a self-serve analytics and reporting experience for multiple user types, balancing data depth with everyday usability.

#### Jifflenow | User Experience Designer

January 2016 – December 2017 | Bangalore, India

- Redesigned the master meeting calendar for web and mobile, focusing on speed and clarity for enterprise users.
- Improved onboarding, meeting detail pages, and reporting based directly on customer feedback and support insights.
- Designed and launched a new staff scheduling product line built on top of existing platform capabilities.
- Worked on badge scanning integrations, check-in flows, and pre-condition logic across multiple touch points.
- Recognised as **Rising Star Q2 2016**; the work contributed to an estimated **\$3.5M** impact over 23 months.

#### Verizon India | User Experience Designer

October 2014 – December 2015 | Chennai, India

- Designed enterprise self-service experiences that allowed large customers to manage accounts, profiles, repairs, and support tickets.
- Worked on self-registration flows that helped migrate users from legacy systems to modern self-service portals.
- Designed tablet-based quoting and order management tools used by on-site enterprise teams in time-critical contexts.

### Skills

- User experience design, user flows, information architecture
- Research & discovery, Jobs-To-Be-Done, usability testing
- Concept development, wireframing, high-fidelity prototyping
- Design systems, platform thinking, analytics-driven UX
- Cross-functional collaboration & stakeholder alignment
- Knowing when **not** to add another feature

### Tools

- Figma, Sketch, Axure, InVision, Zeplin, Adobe XD, Illustrator, Photoshop, Draw.io
- Notebooks, whiteboards, stickies, long walks, and asking “*why are we really building this?*”