MELBIN KURIAKOSE

Senior UI & UX Designer | Frontend Developer

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PROFESSIONAL SUMMARY

Senior Product & UX Designer and Full Stack Developer with 8.5+ years of experience designing and building digital products from concept to deployment. Proven track record of scaling products to 1M+ users at Betterhalf, building platforms serving 500,000+ students at Superset, and delivering enterprise-grade UX at KPMG and Shell. Expertise in UI/UX, frontend and backend development, AWS, design systems, and AI-assisted development using Claude and Codex.

WORK EXPERIENCE

International Sports School Organisation · Client *June 2026 – Present*

Product Designer & Full Stack Developer

- Led the product end-to-end from concept and UX strategy to development, deployment, and production, owning the complete product lifecycle.
- Designed and developed a web application supporting 40,000+ user logins, combining product design, frontend engineering, backend development, and AWS deployment.
- Translated complex requirements into intuitive user flows, responsive interfaces, and reusable UI components.
- Used Claude and Codex for AI-assisted design exploration, development, debugging, and implementation, accelerating the product development workflow.
- Architected and deployed the application on AWS, ensuring a reliable and scalable production environment.

Shell · Client *July 2025 – July 2026*

Senior UX UI Designer & Frontend Developer

- Designed and developed internal platform engineering tools focused on improving developer experience, service accessibility, and operational efficiency.
- Simplified complex technical workflows through user-centered design, scalable UI patterns, and reusable design systems.
- Collaborated with engineering and cross-functional teams to improve service orchestration, automation, and developer onboarding.

KPMG · Current Employer *June 2025 – Present*

Senior UX Designer

- Designed Paralimbic, an accessibility-focused mobile app using gesture-based control and voice interaction to improve digital accessibility.
- Contributed to an MDM (Master Data Management) platform, transforming complex master-data workflows into intuitive dashboards and experiences.
- Partnered with cross-functional teams to translate business and technical requirements into accessible, usable product experiences.

Superset *December 2022 – July 2024 (1.7 Years)*

Senior Product & UX Designer

- Led the redesign of Superset's web and mobile platforms, improving usability, visual consistency, and overall product experience.
- Designed an assessment builder enabling companies and colleges to create and conduct online assessments.
- Managed a small design team while owning design quality, stakeholder communication, and delivery timelines.

Superset *March 2018 – December 2022 (4.10 Years)*

Product Designer & Software Engineer

- Led the design and development of a placement automation platform serving 500,000+ students across 400+ colleges, including IITs and IIMs.

- Designed and developed the mobile application and resume builder, simplifying the student job-application experience.
- Worked across product, design, and engineering to translate business requirements into scalable digital products.

Betterhalf · Urban Matrimonial App *October 2016 – March 2018 (1 Year 5 Months)*

Product Designer

- Joined as an intern during the final semester of MCA and became one of the early employees, contributing to the product's growth to 100,000+ customers.
- Designed and developed the web and mobile applications as the product scaled to 1M+ users.
- Contributed across UX, product design, and frontend development to support rapid product adoption.

SKILLS & TOOLS

Design: Figma, Adobe Illustrator, Adobe XD, Adobe Photoshop

Development: HTML/CSS, JavaScript, React Native, Angular JS, Full Stack Development, AWS

AI: AI-based Designing & Development, Claude, Codex

Core: User Research, Wireframing, Prototyping, Design Systems, Usability Testing, Accessibility

EDUCATION

Post Graduate Program in User Experience Design *November 2023 – June 2024*
University of Texas

Master of Computer Application *2014 – 2017*
Master of Business Administration *2015 – 2017*
BSc Computer Science, Mathematics, Statistics *2010 – 2013*

CERTIFICATIONS

- Emotional Design – How to Make Products People Will Love (The Interaction Design Foundation, Oct 2022)
- UX Research: Journey Mapping (LinkedIn, May 2024)
- UX Foundations: Storytelling (LinkedIn, May 2024)