BANGALORE, INDIA

Puthiya Purayil Akhil

Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years across product, UX, UI and visual design, from enterprise software and e-commerce to consumer fintech. At FYERS (1M+ customers) I take trading, investing and automation products from requirement to release on web, iOS and Android, and built the design systems behind the FYERS rebrand.

EXPERIENCE

Senior Product Designer, FYERS, Bangalore — Mar 2024 – Present

- Lead end-to-end product design for FYERS on web, iOS and Android as it grew from 5 lakh to 1M+ users.
- **Mutual funds:** designed mutual fund investing inside the FYERS app and web (shipped 2025), replacing an external web page: screener-style Explore, fund pages, SIP and lump-sum ordering, UPI and e-NACH payment, and order and SIP tracking.
- **Webhooks:** designed TradingView alerts that place FYERS orders without code (URL generation, a visual order builder, trigger logs). The design grew into FYERS Automate.
- **Rebrand and design systems:** redesigned fyers.in and fyersassets.in (live 2026) as one of two senior designers; designed the ELITE and LEGACY design systems end to end.
- Redesigned the FYERS mobile app and Partner Dashboard; designed conversational UX for FIA, the AI assistant.
- Turn user needs and SEBI rules into compliant flows for trading, mutual funds, IPOs and automation, and run UX audits.
- Lead visual design for marketing: campaign creatives, social media, launch materials and motion content.

UI/UX Designer, Yellowfirst — Apr 2022 – Feb 2024

- Designed enterprise applications and ERP-integrated workflows from discovery to implementation: user flows, wireframes, prototypes and high-fidelity UI.
- Worked with engineering and business stakeholders to improve usability and workflow efficiency.

Visual Designer, ShopTrade — Feb 2020 – Apr 2022

- At a Shopify partner agency, designed responsive e-commerce websites, storefronts and product pages for client brands, from layout and UI to launch.
- Created brand systems, iconography, digital assets and motion design for client stores and campaigns.

SKILLS

Product and UX: Product Design, UI/UX Design, Interaction Design, User-Centred Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive Web, Mobile Apps, Accessibility

Research: User Research, Usability Testing, Heuristic Evaluation, UX Audits, Product Discovery, Requirements Analysis

Systems and brand: Design Systems, Component Libraries, Visual Design, Brand Identity, Typography, Iconography, Motion Design, Marketing Design

Industries: Fintech, Trading Platforms, Mutual Funds, Capital Markets, SEBI-Regulated Products, AI Assistant UX, Enterprise and ERP Software, E-commerce, Shopify

AI prototyping: Builds working AI-assisted prototypes and product videos with Claude, Remotion and HyperFrames (Cleared, Wealth Flow: akhil-design.in)

Tools: Figma, Adobe Creative Cloud, Adobe After Effects, Procreate, Rive, Lottie, Claude, ChatGPT

EDUCATION

B.Sc. Visual Communication, ICAT Design & Media College, Bangalore — 2017 – 2020

AWARDS

Rising Star, Spot Award, FYERS — 2026