Manoj R

Product Designer

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I design the software businesses run on, and make complex workflows feel simple.

EXPERIENCE

UI/UX Designer · Zoho Corporation

Aug 2025 – Present

B2B SaaS finance products: Zoho Billing, Zoho Books, Zoho Inventory and Zoho ERP

- Sole designer (UX and UI) on the redesign of **Zoho Billing's hosted checkout**, now **live and well received by customers**. Shipped with one front-end and two back-end engineers, with critiques from a senior designer.
- Answered a **long-standing customer request**: the old one-column page had a section for every plan, add-on, coupon, invoice and donation, so buyers scrolled past what didn't apply and struggled to check the total.
- Mapped every payment type and buyer case (guest, returning, verification) and benchmarked trusted hosted checkouts. Designed one **two-column layout**: the summary leads with what's due today and what renews, and the payment form stays the same for every payment type.
- Designed touch-first counter flows for **Zoho ERP's Retail POS**.
- Contribute to the **design system** shared across Zoho Finance products.

Web Designer · Global Ebrand, CA

Nov 2024 – Jul 2025

- Redesigned the company's own portfolio of **150+ in-house Shopify stores**, removing friction from the buying flow and adding trust badges to lift conversion.
- Found usability issues in heatmaps and session recordings, and refined UX decisions with competitor benchmarking.

UI/UX Designer Intern · Rablo.in

Jan 2024 – Apr 2024

- Designed core product modules and a **design system** for the MVP launch, and handed off to engineers through annotated Figma prototypes and UX specs.

Student Intern · Frutter Labs

Jun 2023 – Jul 2023

PROJECTS

Simple GST Invoices · Shopify app · Idea, design and build · Launching soon

Shopify doesn't issue GST invoices, credit notes or GSTR-1 returns, so Indian merchants and their accountants rely on spreadsheets. The app generates all of them from the same order data, with the correct tax type for each buyer's state. Case study ↗

BuildBuddy · Personal macOS app · Idea, design and build

A notch companion that cuts the small context switches in a designer's day: quick app launching, music controls and on-device dictation, with no account and no backend. Case study ↗

SKILLS

Design	Enterprise UX, Complex Workflows, Design Systems, Interaction Design, Information Architecture, User Flows, Wireframing
Research	Competitive Benchmarking, Heatmap and Session-Recording Analysis (Hotjar, Google Analytics)
Tools	Figma (components, variables, auto layout), Storybook, Framer
Prototyping	HTML/CSS, React, Three.js, Claude Code, Codex
Languages	Tamil, English, Hindi

EDUCATION

B.Tech, AI & Data Science · Dr. Mahalingam College of Engineering & Technology · CGPA 8.07 — 2021 – 2025