Komal Bains
Enterprise Product Designer

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Work Experience

Atlassian   Senior Product Designer

MAY 2022 - PRESENT

- Led the user experience of Jira Service Management's initial AI-ML features, including predicted incidents, alert clustering, and alert grouping.
- Led user research and competitive analysis to inform Jira Service Management's product growth strategy and roadmap. Drove significant improvements through A/B testing and experimentation:
  - Optimised existing onboarding components: Improved completion of key onboarding actions by **36%** and boosted early-stage user engagement.
  - Reduced friction points in onboarding: Increased week 1 activation rates by **20%** and week 2 active instances by **30%**.
  - Re-imagined landing experience: Drove a **23%** increase in purchases and **30%** improvement in core action completion.
  - Contextual invites: Increased admin-sent invitations by **8%**, leading to a **13%** lift in first full purchases.
  - Streamlined upgrade journey: Increased the number of users upgrading from Standard to Premium trial by **46.1%**.

Nutanix   Product Designer IV

OCT 2018 - MAY 2022

- Research & Design Lead, AHV Hypervisor
- Product Design Lead, Sales Enablement Suite
  - Spearheaded design, research, and strategy for critical sales enablement tools: Collector, Sizer, and Frontline.
  - Significantly enhanced sales efficiency with Frontline, a custom quoting tool that delivered a **10x** boost in quote creation speed, an **88%** reduction in turnaround time, and a **45%** increase in auto-approvals.
- Design Team Mentor: Cultivated and mentored a high-performing design team, recruiting top talent and fostering professional growth.

Honeywell   Senior Product Designer

MAY 2017 - OCT 2018

Designed intuitive and safety-critical Web & Mobile experiences for Honeywell Sotera™ Device Manager and Real-Time Monitoring software. Empowered operations managers with clear data visualisations to enhance decision-making and improve operational efficiency. **[US Patent Granted: SafetySuite Dashboard]**

Expertus   User Interface Designer

SEPT 2014 - MAY 2017

- As the founding designer, conceptualized and designed multiple enterprise applications, including Learnexa, ExpertusOne (web & mobile), Recordexa, and Performexa.
- Established a comprehensive design system and processes to ensure consistent, user-friendly, and accessible experiences.

Core Competencies

- **User-Centered Design:** Research, usability audit and testing, Design strategy and vision
- **Data-Driven Design:** Data analysis, A/B testing, experimentation
- **Product Strategy:** Strategy development, market analysis
- **Collaboration:** Stakeholder management, effective communication
- **Execution:** Design sprints, co-creation, design tools, design systems, accessibility & inclusivity

Domain Experience

IT Service Management, DevOps, Cloud computing, Ed-tech, Industrial safety & productivity, Fin-tech, Interior & Architecture software

Other engagements

- Speaker- How to craft your design portfolio
- Speaker- Designing for Enterprises (Nutanix bootcamp workshops)

Education

Bachelor of Design

Specialisation in User Experience Design from Symbiosis Institute of Design