

Jithesh

Australian designer based in Melbourne

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Pragmatic product leader with 20+ years of experience building products, teams, and design practices from scratch. I enjoy untangling complex problems through customer research, systems thinking, and product strategy, helping teams build the right products and scale them well.

Career highlights

- Built and scaled high-performing design teams at 3 organisations in under two quarters.
- Lifted the UX quality of 4 mobile apps used by millions of users through measurable, user-led design improvements in less than a year.
- Made UX measurable by building frameworks that turned customer experience into a measurable business capability.

Experiences

Lead Product Designer at Fitness Passport (Jan 2025 – Sep 2026)

- Lifted the mobile app from 1.0 star to 2.5+ star in 3 months across 8 releases by introducing a customer-led UX strategy that improved customer perception and app quality.
- Built Fitness Passport's design function from 1 to 4 designers, establishing onboarding, career progression, design reviews, and the company's first UX measurement framework connecting customer experience to business outcomes.
- Led UX for the company's largest commercial launch (tiered pricing), reducing customer adoption risk across the end-to-end journey and defining the long-term mobile vision that shaped the product roadmap.

Lead Product Designer at RateMyAgent (Oct 2023 – to Nov 2024)

- Led UX strategy for RateMyAgent's core SaaS platform, improving usability (SUS 68→74, SEQ 4→6) and leading Van Westendorp pricing research that informed pricing strategy, commercial packaging, and new revenue opportunities.

Lead Product Designer at Judo Bank (Aug 2022 – Sep 2023)

- Built Judo Bank's first mobile experience and design system, helping shape its first digital banking platform across mobile and web in a highly regulated industry.

Lead Product Designer at Mastt (Dec 2021 – Aug 2022)

- Built Mastt's design function from scratch with the co-founder and Head of Engineering, introducing design principles, a scalable design system, and the company's first UX measurement framework to validate product quality before launch.

Senior Product Designer / Product Manager at Reece (Feb 2020 – Dec 2021)

- Led the digital product portfolio for Reece's HVAC-R business, validating product-market fit, pivoting early to avoid wasted development, building the Virtual Engineer platform that saved engineers 20 minutes per quotation, and introducing the team's first design system.

Senior Product Designer at Airwallex (Aug 2019 – Feb 2020)

- Led product design for Airwallex's Virtual Cards platform, defining issuing, customer research, and integrations that became foundational capabilities within the payments ecosystem.

Senior Product Designer at Aconex (Aug 2016 – Aug 2019)

- Design lead for Aconex's global mobile platform used by 70,000+ organisations, redesigning the Field app, defining offline-first mobile architecture, and contributing to a US patent for enhancing construction plans with interactive data objects.

Senior Product Designer at Atlassian (Nov 2015 – Aug 2016)

- Designed the interaction framework for Confluence Connect, creating reusable patterns and developer standards that scaled third-party integrations across the Atlassian ecosystem.

Senior Product Designer at Citrix, NetApp, SAP and MindTree (Dec 2007 – Sep 2015)

- Designed enterprise software and mobile platforms across banking, aviation, insurance, supply chain, semiconductors, and publishing for global clients SAP, Citrix, Texas Instruments, and AIG. Led UX, interaction design, information architecture, and design systems for cross-platform experiences.

Deputy Manager Industrial Designer at Royal Enfield (Jul 2005 – Nov 2007)

- Played a key role in shaping the Classic 500 from concept to pilot production, bringing customer insights into the design process and helping inform product decisions for global launch.

Skills & expertise

Product Leadership: Product Strategy, Product Discovery, Product Management, Roadmapping, Product Thinking, Stakeholder Management, Cross-functional Leadership, Design Leadership.

Research & Strategy: Pricing Research, Van Westendorp Price Sensitivity Analysis, Jobs-to-be-Done (JTBD), Qualitative Research, Customer Interviews, Survey Design, Usability Testing, Experiment Design, UX Metrics (SUS, SEQ, NPS, CSAT, UX-Lite, SUPR-Q).

Design & Systems: UX Strategy, Interaction Design, Information Architecture, Design Systems, Design Operations, Service Design, Accessibility (WCAG), Customer Journey Mapping, Wireframing, Prototyping.

Ways of Working: Human-Centred Design, Design Thinking, Systems Thinking, Agile Product Delivery, Design Sprints, Workshop Facilitation.

Tools: Figma, FigJam, Jira, Notion, Miro, Dovetail, Maze, Hotjar, PostHog, Confluence.

AI: ChatGPT, Claude, Midjourney, RunwayML, AI-assisted Design, AI Research Synthesis, Workflow Automation.

Education

Master of Design, Industrial Design, 2003 – 2005 (IIT Bombay)

Bachelor of Technology, Mechanical Engineering, 1998 – 2002 (NIT Calicut)