

Manmit Dhindsa

Senior Product Designer with 5+ years leading complex web and mobile products across SaaS, internal tools, and AI. I take products from research to launch, partner closely with engineering, and build systems that scale.

EXPERIENCE

Sewjo, Lead Product Designer / Cross-Platform Product (iOS, Android, Web)

July 2024 – Present / Vancouver, B.C.

- Lead design across **14 product areas** and **200+ production screens** as Sewjo grew to **6,600+ signups** and **2,800 daily users**.
- Own the subscription lifecycle end to end, from onboarding, pricing, and paywalls to trial conversion and cancellation flows, supporting **8.4% signup-to-paid conversion** and **2.6% monthly churn**.
- Spotted under-engagement in a core workflow through Firebase data, validated it with research, and redesigned it, contributing to a **35% increase in daily engagement** and nearly **1,000 daily entries**.
- Redesigned a community challenge to show prizes and partners up front, growing participation from **418 to 1,345**.
- Define success criteria before build and run A/B tests end to end, from hypothesis to deciding what ships next.
- Designed a scalable feed architecture covering content eligibility, privacy, renderability, relationships, and presentation, challenging an initial direction and turning it into implementation-ready logic.
- Designed data-heavy merchant and internal tools, including catalogue syncing, field mapping, permissions, bulk actions, moderation queues, and report exports.
- Built and govern the cross-platform design system, with components, tokens, documentation, and WCAG standards; mentor **two junior designers** who contribute to it.

Accenture, Lead Product Designer / AI-Powered Web & Mobile Product

January 2026 – April 2026 / Vancouver, B.C.

- Led end-to-end design of an AI product shown at Web Summit Vancouver 2026.
- Treated a stakeholder-backed, form-first direction as a hypothesis, tested it with **15 users**, and used the evidence and a working alternative to align **30+ stakeholders** on an AI-led experience.
- Owned research; testing surfaced **22 findings**, and **18 of 20 participants** completed the core task unaided.
- Designed how the AI explains itself through clarifying questions, thinking states, uncertainty, specific errors, fallbacks, and user review, grounded in SME-vetted sources through a RAG-based architecture.
- Researched third-party APIs for a complex mapping feature and recommended an implementation approach to engineering; moved features from Figma into React code that engineers reviewed and integrated.

Building Blocks, User Experience (UX) Designer / Desktop & Mobile Web

January 2021 – July 2024 / Remote Canada

- Designed growth, onboarding, and activation flows across responsive desktop and mobile web.
- Ran usability testing and turned findings into improvements across sign-up and core product workflows.
- Built a responsive design system with WCAG and AODA standards, partnering with product and engineering.

Vancouver, B.C.

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EDUCATION

Simon Fraser University

Master of Digital Media

Interaction Design, AI & Strategy

George Brown Polytechnic

UX Design Certificate

Toronto, ON

York University

B.A. Law & Society

Dean's Sessional Academic

Achievement List

SKILLS

Product & Research

Information architecture

Data-heavy workflows

Mobile, tablet & web UX

Usability & A/B testing

Service blueprints

AI & Technical

Conversational UX

Prompt design

RAG-grounded responses

APIs, data models & schemas

HTML, CSS, JavaScript, React

Systems & Collaboration

Design systems & tokens

WCAG, AODA

Co-creation workshops

Mentoring, Agile

Tools

Figma, Firebase, Dovetail,

Maze, Claude Code, Cursor, v0,

Jira, ClickUp, Confluence

COMMUNITY

Guest Speaker, UX Design

George Brown College

Workshop Facilitator,

Investing Seminar

Centre for Digital Media