

Arun Franklin

Senior Product Designer · Bangalore, India

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Senior Product Designer with 5+ years shipping enterprise SaaS, consumer apps, and hospitality platforms at scale. Founded PulseBills: a live HealthTech SaaS serving Indian clinics. Led design for systems used by 3,000+ hotel properties globally. Equally comfortable driving product strategy and obsessing over craft.

EXPERIENCE

Simplotel Technologies · Senior Product Designer Apr 2025 – Present

Leading UX for a hospitality e-commerce platform used by 3,000+ hotels across booking, personalization, checkout, and CMS.

- Redesigned the hotel booking engine **cut booking time by 48% and lifted conversion by 22%** across multi-room, cart, and checkout flows for 3,000+ properties.
- Architected a modular design system **deployed across 50+ hotel sites**; reduced new feature rollout time by ~40%.
- Ran usability testing and A/B experiments program findings drove **-75% form error rate** and measurable retention improvements.
- Own end-to-end design across booking, personalization, checkout, and CMS collaborating with cross-functional teams in India and the US.
- Applied **WCAG 2.1 AA accessibility standards** across all product surfaces.
- Mentoring 6 designers through weekly critiques, design sprints, and component library governance.

DRIFE · Senior Product Designer — India & UAE Oct 2023 – Mar 2025

Led UX for a blockchain-powered ride-hailing platform, scaling across India and UAE from concept to market.

- Scaled rider, driver, and admin experiences from zero to a **50,000+ download app** defining product strategy, brand system, and core interaction design.
- Redesigned booking and onboarding flows **reduced drop-offs by 15%** and improved booking completion by 22%.
- Established a design token system and component library ensuring parity across iOS, Android, and web.
- Conducted user research and journey mapping to surface trust and payment confidence gaps in a decentralised ecosystem.
- Mentored 4 designers; introduced structured critique and sprint rituals to the design team.

Melento · UI/UX Designer Jan 2021 – Oct 2023

Led end-to-end UX for a 6-product enterprise SaaS suite — CRM, HR, task management, calendar, ticketing, and support.

- Redesigned CRM workflows 0→1 drove **+40% lead conversion** and **+60% task completion rate** post-launch.
- Improved overall user efficiency by **30%** across the suite, measured via task completion benchmarks from 30+ usability sessions.
- Built a unified UI library as the single source of truth for visual and functional consistency across all 6 products.
- Mentored junior designers and established a critique-driven, research-first team culture.

PulseBills · Founder & Product Designer 2025 – Present

Solo-founded a live HealthTech SaaS for clinic billing and GST compliance — built from zero to paying customers.

- Designed and shipped the full product solo strategy, UX, and go-to-market achieving **85% reduction in clinic billing time**.
- Automated GST compliance entirely, eliminating a category of manual errors clinics had no tooling to solve.

- Achieved **<5 minute signup-to-first-invoice** the primary onboarding drop-off point in the category.
- Built 0→1: product discovery, wireframes, high-fidelity design, and customer validation without external funding.

SKILLS & TOOLS

Core Design Product Strategy · UX Research · Interaction Design · Design Systems · Prototyping · Visual Design · WCAG Accessibility

Design Tools Figma · Adobe XD · Sketch · Webflow · Framer · Adobe CC · Spline

Research Maze · HotJar · Useberry · Optimal Workshop · A/B Testing · Customer Interviews

EDUCATION

UI/UX Design & Research · UXMint, Chennai 2019 – 2020

BTech — Electronics & Communication Engineering · Pondicherry University 2014 – 2018