

Tirish Sooriah.

Product Designer

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Mauritius (UTC+4), remote · available from December 2026

I design complex B2B products, mostly enterprise portals, configurators and AI generation flows.

Five years as a product designer, often the only designer on the project, from research to handoff with CTOs, product owners and engineers. Before that, six years running the travel and aviation systems I now design for, and I still write a lot before I draw. Most of my client work is under NDA, so I describe it by domain.

Experience

UX Designer · Fantastic Mind, product studio, Mauritius

Jul 2022 to Nov 2026

- Sole designer for nine months on the software licence portal of a global industrial manufacturer: about fifty transactional flows (redeem, renew, transfer credits, activate offline) and a dashboard we tested with owners, newcomers and distributors. I wrote the business rules into the interface copy and proposed API payloads.
- For the same client's product selector, a shareable configuration code that replaced emailing files to partners. Also an NFT marketplace and a staking portal with their design system, an insurance app and its design system, online payments for a telecom operator, and a company website with a customer portal.

Product Designer · freelance, 3D car configurator with generative AI

2024 to 2025

Six months for a supercar brand, with the CTO and the Product Owner. The configurator shipped in three versions on desktop and mobile; the third puts a livery you describe on the car. I designed the prompt, the 20 to 40 second wait, and the refused and failed states, so a failure never costs one of the three daily generations. Also the brand's website, login and the interface of a branded game world, launched publicly with press coverage.

Digital Innovation Specialist · Rogers Group, Port Louis

Mar 2021 to Jul 2022

A visitor logbook synced with Outlook: guests get directions and a QR code to check in, and their host gets an SMS and a Teams message. I also moved the legal department's signed contracts, 1980s to 2021, into M-Files so they could find anything from an SLA to a land purchase. I mapped their process, ran a proof of concept, migrated and trained the team.

Digital & Projects Executive · Veranda Leisure & Hospitality

Jul 2020 to Feb 2021

With the CTO, interviewed the hotel group's ERP users and wrote a UX recommendation.

Transformation Coordinator · Rogers Group

Aug 2019 to Jul 2020

Ran a CRM rollout at the aviation business end to end: I interviewed employees, chose the tool, trained the sales team and measured what changed.

Digital Systems Team Leader · Islandian, tour operator

2017 to Jul 2019

Led a team of content loaders. As designer and project lead, I built an online quote tool so visitors no longer waited a day for a quote. After three months of A/B testing it brought 25% more sales. 98% of visitors chose it; expert requests closed in hours, not two days.

Digital Content Officer · Rogers Aviation

Jan 2015 to 2017

Loaded hotel rates into booking platforms the agents struggled with all day. I wanted to know why.

Education

Bachelor's degree, Mass Communication

Curtin University, 2012 to 2014

Languages

English, French, Mauritian

Creole

Skills

Product design

B2B SaaS, interaction design, information architecture, complex flows, web and mobile

User research

Interviews, usability testing, workshops, A/B testing, desk research

Design systems

Figma variables, light and dark modes, components with every state

UX writing

Interface copy that states the rule and its consequence; case studies and reports

AI products

Generation flows, waiting and failure states, disclosing where AI is involved

Prototyping

Figma, and code with Claude Code: React, Tailwind, three.js

Tools

Figma, FigJam, Claude Code, Google AI Studio, Jira

Things to look at

tirish.design, my portfolio, designed in Figma and built with Claude Code.

[car-shots](#), an open-source three.js tool that renders the same fictional car every time.

Research, sourced desk studies on payments in Mauritius (2,657 app-store reviews), travel agencies and car insurance.