M Mythili

Head of Product | Product Designer

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Summary

Product leader and designer with 5+ years across product, UX and visual design, now Head of Product at AppX (YC S21), owning product and UX across 8+ B2B SaaS and creator-economy products. I take products from 0 to 1 and fix live ones, from problem definition and prioritisation to flows, every screen and launch. Recent results: raised WhatsApp message delivery from 49% to 77% on aidm.me, and launched teachX, an AI workspace for teachers, to 311 sign-ups with 76% of active teachers returning. Background in visual, motion and 3D design for fintech and Web3 products.

Skills

Product management: Product strategy, 0 to 1 product development, roadmapping, PRDs and feature specs, prioritisation (MoSCoW), competitive analysis, UX audits, stakeholder management, cross-functional collaboration with engineering

Product design: UX design, UI design, information architecture, user flows, wireframing, prototyping, mobile app design (iOS and Android), web app design, design systems, usability, B2B SaaS, AI products

Tools: Figma, Framer, Notion, Jira, Linear, Claude, Adobe After Effects, Blender

Experience

Head of Product

AppX (Creator Economy Tech Pvt Ltd, YC S21) | Remote | Jun 2026 to Present

- Own product and UX across 8+ products, including the AppX platform, aidm.me, teachX, webinar.gg, Speakit, MyFriend AI, streamos.in and 1ai.co, working directly with the CEO and engineering.
- AppX platform: reworked complicated flows in the main creator tools into simpler, user-friendly ones, and redesigned the CMS for both the admin panel and the user side.
- aidm.me (WhatsApp marketing SaaS): raised message delivery from 49% to 77% and grew daily message volume 35x with zero WhatsApp numbers banned by Meta.
- aidm.me: shipped 17 UX fixes and 4 new features, including account-level analytics and reports; engineering shipped my feature spec in 4 days. 64% of businesses now go live on WhatsApp the day they sign up.
- teachX (AI workspace for teachers): built from zero without a PRD, deciding features, flows and every screen. 16 AI tools; 311 teachers signed up; 76% of active teachers returned; 1,085 AI tasks completed.
- teachX: designed AI grading for handwritten answer sheets with part marks and a teacher review step; 27 of 27 sheets graded without a failure
- webinar.gg: redesigned the web platform around host tasks, merging 15 settings tabs into 5 without removing features, and gave each of 4 attendee link types its own flow.
- webinar.gg: designed the mobile app end to end, V1 and V2, covering 12 flows and 200+ screens for iOS and Android.
- Speakit: wrote the PRD and designed the app.
- MyFriend AI (AI companion app): analysed paywall pricing, trial length and the trial-to-paid funnel to improve conversion and retention.
- Launched 2 apps as MVPs and now iterate features for retention by solving problems users face in competitor apps.
- With no analytics tools in place, prioritised through competitive UX benchmarking and usability audits, and measured results from the production database

3D Artist | UI Design | Motion Graphic Designer

Krypto by Brine Finance | Bangalore | 2021 to 2026

- Designed UI/UX in Figma for the tanX crypto trading platform
- Designed the post-stake flow for Multipli.
- Owned UI/UX design in Figma alongside 3D, motion, and NFT content production, contributing directly to product development and user experience.
- Introduced NFT avatars as a growth initiative, driving a 20k increase in Twitter followers, and produced promotional and onboarding videos to improve user understanding of the platform.

Education

St. Joseph's Bangalore University — Bangalore, Karnataka

B.VOC Digital media and animation — 2018 - 2021

Passion

Digital Art: Spending my free time perfecting digital painting and 3D sculpting skills, always learning new techniques.
Music: My love for music and keyboard proficiency are integral to my creativity. They ignite my imagination, spark innovation, and enable me to realise artistic visions beyond words.
Fitness: An aspect of my life that instils discipline and promotes well-being, enabling sustained productivity throughout the day.

Languages

Tamil ●●●○○ Kannada ●●●●○ Hindi ●●●○○ English ●●●●○