

Mandip Randhawa

Pronounced Munn-deep Run-da-wa

Staff Product Designer with 13+ years of experience turning ambiguous product opportunities into high-impact features. Most recently shipping AI-native study products at Course Hero; before that, taking Shopify's Marketing Tab from a handful of ad integrations to a full merchant growth platform.

EXPERIENCE

Staff Product Designer — Course Hero

2024 – 2025 | San Francisco (Remote)

Repositioned Course Hero from a one-off answer tool to a semester-long study companion — designing Study Tools, Study Space, and Course Planner in 18 months, starting with a cross-functional design sprint that defined the 2024 product strategy. Made AI trust a first-class design problem: sourcing transparency for skeptical users, explicit hallucination disclaimers for overconfident ones.

Staff Product Designer at Shopify

2017 – 2023 | Toronto (Remote)

Took Shopify's Marketing Tab from a handful of ad integrations to a full merchant growth platform — Shopify Email, Campaigns (four major versions), Automations, Templates, and a rebuilt Marketing Analytics platform — driving a 52% increase in sales attributed to marketing activity.

Built the strategic foundation on a 17-participant, six-month diary study distilled into the Trigger → Goal → Build → Act → Measure → Learn framework that shaped every major product decision.

UX/UI Designer at Kinetic Commerce

2015 – 2016 | Toronto

Lead designer on a B2B companion app for in-store retail associates; owned the core product design and brand onboarding for Kiehl's, Aldo, Indigo, and L'Oréal — adapting the experience to each retailer's workflow.

UX/UI Designer at Nascent Digital

2013 – 2015 | Toronto

Lead designer at a digital product agency across telecom (TELUS), healthcare (Heart & Stroke Foundation), and consumer (eHarmony, Flickr) — owning UX strategy and design from research through delivery.

UX/UI Designer at Grocers Plus

Sept 2013 – Sept 2014 | Toronto

Sole designer taking a personalized grocery discount app from concept to MVP.

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EDUCATION

Bachelor of Design (with Honours)

2008 – 2012

York University/Sheridan College
Joint Program In Design

SKILLS

0–1 Product Design
Research Synthesis
Design Sprints / Facilitation
User Journey Mapping
Value Proposition Design
Wireframing & Prototyping
Design Systems
Usability Testing
Painted-Door / KANO Testing
Cross-Functional Alignment
HTML / CSS (Basic)

TOOLS

Figma (Design, Jam, Dev & Agents)
Claude / ChatGPT / Midjourney
Adobe & Affinity Suite
Amplitude / Mixpanel / GA
Confluence / JIRA / Slack

INTERESTS

Entrepreneurship
Digital Marketing
Videography
Interior Design