

SUBHAM SINGH BHAINSORA

Senior Product Designer | Enterprise SaaS | Security, Identity & Access

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PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years designing complex enterprise SaaS, currently focused on security, identity, and access management across the Atlassian ecosystem. I own the arc from evidence to shipped experience: triangulating research across support calls, support tickets, product audits, and competitor testing; mapping multi-persona governance lifecycles and service blueprints; then designing the workflows, information architecture, and admin consoles that make them usable. I design within established component libraries (Atlassian Design System, Tailwind UI, Shadcn UI) with accessibility treated as a product requirement, resolve feasibility with engineers during design rather than after handoff, and use AI-assisted prototyping to put clickable product simulations in front of stakeholders early.

CORE CAPABILITIES

- **Product Design:** End-to-end product design, interaction design, complex workflow design, information architecture, admin console design, prototyping, design QA, visual design
- **Research & Evidence:** Product and UX audits, heuristic evaluation, support-ticket analysis, support-call observation, competitive product testing, Gartner and G2 review research, task-flow mapping, stakeholder research, research synthesis, evidence-to-decision mapping
- **Systems & Service Design:** Service blueprints, multi-persona journeys, governance-lifecycle design, downstream workflow modelling, Jobs to Be Done, scalable framework design
- **Design Systems & Accessibility:** Atlassian Design System, Tailwind UI, Shadcn UI, component libraries, reusable interaction patterns, form and validation patterns, error prevention, WCAG-aware design
- **Collaboration & Delivery:** Cross-functional collaboration, stakeholder alignment, engineering handoff, design critique, Agile, Scrum, Design Scrum Master, Jira
- **Business & GTM:** Product strategy, roadmap alignment, marketplace positioning, product documentation, launch assets
- **Tools:** Figma, Figma Make, Jira, Confluence, ChatGPT, Claude, Lovable, Adobe Illustrator, Photoshop, After Effects, Premiere Pro, InDesign

PROFESSIONAL EXPERIENCE

miniOrange

Pune, India

Senior Product Designer & Design Scrum Master

February 2026 - Present

Senior Product Designer

June 2024 - February 2026

Product design lead for miniOrange's enterprise security portfolio on the Atlassian Marketplace: identity, access, and data-protection products used by IT admins across Jira, Confluence, Jira Service Management, and Bitbucket.

- **Portfolio ownership:** lead end-to-end design across miniOrange's Atlassian Marketplace security portfolio, plus other IAM and SaaS platforms, spanning SAML SSO, OAuth/OIDC, SCIM provisioning, MFA/2FA, DLP, secure sharing, and access governance on commercially significant Cloud and Data Center products used in complex enterprise environments.
- **Evidence triangulation:** because direct customer access is limited in enterprise, triangulate product evidence across UX audits, support tickets, customer and vendor support calls, stakeholder discussions, competitor product testing, and Gartner and G2 review research, separating technical failures from usability, terminology, and workflow problems before any design decision.
- **OAuth/OIDC SSO redesign:** audited an Atlassian Data Center SSO product using 8 expert-evaluation and audit methods, then restructured it into a 10-area, task-first information architecture with explicit validation, testing, and readiness states, designed so admins can configure, test, and trust setup.
- **Access governance service design:** reframed scattered Jira Service Management access requests into a governed lifecycle of request, approval, provisioning, expiry, and audit; mapped a nine-branch platform model and a six-role service blueprint, and defined a three-horizon roadmap used to align product, engineering, and business stakeholders before any UI work.
- **SecureShare for Confluence:** designed a two-sided secure external sharing experience that keeps sharing a one-click action for users while expiry, revocation, policy, and audit control stay with administrators as inherited defaults.
- **SCIM provisioning revamp:** rebuilt provisioning around setup confidence with gated prerequisites, a guided

three-step wizard, filterable sync audit logs, and portable backup and restore, designed to prevent the silent misconfigurations that leave joiners waiting or leavers with access.

- **Jira-native Customer SSO:** rebuilt a dense SAML and OAuth plugin into a Jira-native admin console for help center customer sign-in, designed screen by screen with product owners and developers so feasibility was resolved during design rather than after it.
- **Design systems and accessibility:** standardised reusable patterns for configuration, validation, audit logs, empty states, and guided setup within established component libraries, treating keyboard access, focus, contrast, and error messaging as product requirements.
- **AI-assisted prototyping:** build flagship products as interactive, presentation-ready prototypes in Figma Make, using AI to accelerate exploration and stakeholder alignment while research evidence and human review remain the source of truth.
- **Delivery leadership:** as Design Scrum Master, run design's sprint rituals, prioritisation, and delivery cadence in Jira, improving delivery visibility and handoff clarity across product and marketing design.
- **Recognition:** received direct customer appreciation for the interface and workflow design of OAuth/OIDC SSO and JSM Customer SSO, and the company Rockstar Award for research-led product direction on SecureShare and SCIM.

YelloYolk Media

Pune, India

Senior UI/UX Designer

November 2021 - May 2024

User Experience Designer

October 2018 - November 2021

- **Client product and brand design:** led UI/UX and visual design across websites, campaigns, and digital products for clients across multiple industries, owning brand systems, content hierarchy, and developer-ready handoff.
- **Ambiguity to structure:** translated varied and often ambiguous client requirements into user flows, information hierarchies, prototypes, and scalable visual systems.
- **Craft foundation:** built the typography, layout, and delivery discipline that now underpins enterprise systems work.

SELECTED PRODUCT WORK

- **Identity & Access Governance via JSM:** multi-persona governance lifecycle spanning request, approval, provisioning, expiry, and audit.
- **OAuth/OIDC SSO for Atlassian Data Center:** research-led restructure of a complex configuration product into ten task-first areas.
- **SecureShare for Confluence:** two-sided enterprise sharing balancing user speed with administrative governance.
- **SCIM Provisioning for Jira:** guided setup, prerequisite validation, sync visibility, and configuration recovery.

AWARDS

- **Rockstar Award, miniOrange:** research-led product direction on SecureShare and SCIM provisioning.

CERTIFICATIONS

- **Mobile UX Design Certification, Best in Class** · Interaction Design Foundation (IxDF)

EDUCATION

Bachelor of Business Administration (BBA)

Manipal University Jaipur

Diploma in Mechanical Engineering

DY Patil Polytechnic

PORTFOLIO

subhambhainsora.com

Interactive, NDA-safe case studies with working product recreations.