

# CONTINUOUS DISCOVERY TECHNIQUES

## RAVI SURANA

Lehrter Str 23D, 10557 Berlin | +49 155 110 45057 | [iamravisurana@gmail.com](mailto:iamravisurana@gmail.com) |  
[www.theinfinitecanvas.com](http://www.theinfinitecanvas.com) | [www.linkedin.com/in/rvisurana](https://www.linkedin.com/in/rvisurana)



### CAREER SNAPSHOT

I'm a **developer-turned-designer** with **10+ years** experience of designing more than 17+ functional and beautiful products and leading design teams—delivering over **\$100M in revenue** across **FinTech, HR Tech, Legal, and Food Tech**. In almost every company I've joined, I've been the **founding designer**, which meant setting the design and research direction from day one—including **Continuous Discovery Calls** for faster validation and **building design systems** for product consistency. My experience at **Blue Yonder as a developer** helps me understand developers' constraints and workflows, making collaboration smoother and turning designs into pixel-perfect products faster.

At Paystand, I reimagined the payment experience—backed by a **design system of 1,300+ UI elements**—**doubling completion rates** and driving **\$75M ARR** in a year. At Leoforce, I launched **4 recruitment products in under a year** using a new component library, generating **\$20M in revenue** in a year. Currently at Strike — a first-of-its-kind, all-in-one stock trading and investing platform — I'm building their first **mobile and tablet apps**.

### EDUCATION

Bachelor and Master, Agricultural and Food Engineering, Indian Institute of Technology (IIT), Kharagpur (**MIT of India**), 2008-13

### EXPERIENCE

#### JUN 2025 – PRESENT

**Head of Design** | Strike (FinTech, B2C) | India

- Leading a team of a designer and researcher to revamp Strike's web platform and build its first mobile and tablet experiences from the ground up.
- Introducing scalable design systems and embedding research and data-driven thinking into the product development workflow.

#### Aug 2021 – Present

**Lead Product Designer** | Paystand (FinTech, B2B) | India

- Led the revamp of AR, AP, and the flagship checkout solution—powering \$1B+ in transactions in 2024 across ERPs—by collaborating cross-functionally and integrating a new component library.
- Leading a team of 2 designers and 1 researcher to integrate design and research processes, including strategic design thinking workshops, primary and secondary research, continuous usability testing.
- Managing a design inventory of 1,300+ UI elements for consistency and faster delivery. Fostering a collaborative environment by actively engaging with developers, PMs, and marketing teams.

#### Jan 2023 - Present

**Design Mentor** | ADPList (Design Community) | India

- Mentored 30+ aspiring UX/UI designers through structured sessions, including portfolio, resume, cover letter reviews, and interview prep—leading to a 60% success rate in securing internships within 3 months.
- Guided comprehensive workshops focused on visual aesthetics, utilizing industry tools like Adobe Creative Suite and Figma, to enhance learners' design projects by 40% through practical application over 9 weeks.

#### Jun 2018 - Dec 2020

**Lead Product Designer** | Leoforce (AI Recruitment, B2B) | India

- Led and mentored a team of 3 designers and created a robust design system and designed 4 new products that generated \$20 million in revenue within a year.
- Built a design-driven development culture by involving stakeholders from the start of the design process, effectively communicating the design strategy while balancing user needs and business goals.

#### **Jun 2016 - Aug 2019**

**Product Designer** | Ananth Technologies (UX Agency, B2C) | India

- Led a team across 3 international design projects, shaping requirements, defining strategy, researching markets, and delivering high-quality products with a marketing plan.

#### **Nov 2014 - Sep 2015**

**Co-founder** | PocketChef (Food Technology, B2C) | India

- Built the company from the ground up—hired a team of developers to build an Android app, managed operations from selecting top-quality restaurants and curating meals to optimizing delivery routes for faster service, and scaled the business to 10,000+ monthly users.

#### **July 2013 - May 2016**

**Software Engineer** | Blue Yonder (Supply Chain, B2B) | India

- Worked on front and back-end technologies, enabling me to understand developers' language and design viable solutions faster, streamlining future projects in Demand side of the Supply Chain Management.

## **EXPERTISE**

### **Leadership & Strategy**

Design Strategy, Cross-functional Collaboration, Managing & Mentoring Designers, Driving User-Centric Culture

### **Design Skills & Research**

Design Thinking, User Research, Design Systems, User Journey, Information Architecture, Wireframing, Prototyping, Micro Animation, Visual Design, Usability Testing, Lean UX, Agile Development, Accessibility

### **Design and Management Tools (Includes AI Tools)**

Figma, Figma Make, Sketch, Miro, Zeplin, Framer X, Principle, ProtoPie, Adobe Suite, Abstract, Maze, Usertesting, Webflow, Zeroheight, Storybook, Jira, Confluence, Bolt, Galileo AI, Lovable, ChatGPT, Gemini, Midjourney, ElevenLabs,

### **Languages I Know**

JavaScript, jQuery, HTML, CSS

## **AWARDS**

- Won gold medals for two consecutive years in Rangoli and Illumination competitions as Design Head at IIT KGP, showcasing creative talent and leadership.
- Served as a member of the Technology Literary Society at IIT KGP in 2009, responsible for writing content for the magazine and organizing literary events.

## **INTEREST**

Design Side Projects, Mentorship, Content Creation, Books, Guitar, Travelled (18+ countries)