



Ravi Surana

Lead Product Designer

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Ravi is a Berlin-based Product Designer with **9+ years of experience** building multi-platform products and scalable **design systems** across **FinTech, HRTech, Legal, FoodTech**, and beyond. After a brief stint in coding and running his own startup, he transitioned into **UX**, a path that felt like his true calling. Ravi is an expert in **design thinking**, using it across projects to balance user needs with business acumen and drive over **\$100M in revenue** for clients. His design philosophy is simple: a great product is the balance of **usability, aesthetics, and delight** with a touch of business strategy. He collaborates closely with developers, leveraging his **front-end background** to ensure smooth handoffs. Ravi excels in communication, embraces a growth mindset, and is committed to building strong relationships.

Work Experience

Lead Product Designer

June 2025 – Present

Strike (B2C), Berlin, Germany

- Designing first ever mobile (Android and iOS) & tablet experiences to simplify key flows for traders (AI Scanners, Trading Strategy Alert, Trends Detection) and for investors (Customizable fundamental data and AI insights), to achieve monthly active users (AMU) of **25% within 6 months of launch**.
- Launched a continuous usability program using Maze, running bi-weekly study for web platform with the target of increasing Trial Conversion Rate from **3.5% to 10% by the end of 2025**.
- Building a team of 2 designers and 1 researcher and driving hypothesis validation and iteration cycles to reduce time-to-market by 50% and enable roadmap delivery toward **\$5M ARR by 2025**.

Lead Product Designer

January 2021 - March 2025

Paystand (B2B), Hyderabad, India

- Revamped web and mobile experience of Account Receivable and Payable platforms and flagship Checkout workflow management across ERP integrations (NetSuite/Sage/MS Dynamics) that powered **\$1B+ transactions in 2024** and contributed to **~\$15M ARR in sales** within 12 months by improving invoice-to-cash flows and payment success.
- Led a 3-person design/research team embedded strategic design thinking workshops with GTM/PM/Eng and established continuous usability testing that led to reduction in **usability issues per release by 36%**.
- Created and maintained a design inventory of **1,300+ UI assets/component library** (tokens, patterns, accessibility states); cutting design-dev handoff time by ~50% and **reducing UI defects by ~80%**.

Senior Product Designer

July 2018 - December 2020

Leoforce (B2B), Hyderabad, India

- Led design for Arya, Leoforce's flagship AI-powered **recruitment workflow automation platform**, and built its first design system adopted across 4+ products, cutting design to **dev inconsistencies by ~60%**.
- Created an internal **employee performance management platform** that enabled peer-to-peer feedback, task visibility, and self-improvement, boosting **happiness scores by ~35%** in the first year.

User Experience Designer

June 2016 - June 2018

Ananth Technologies (B2C), Hyderabad, India

- Worked on Resqyou, a Missouri-based **legal-tech app** for amending tickets, where I was responsible for product design, direct client communication, and requirement gathering.
- Collaborated with an external agency to design marketing collaterals and support the successful launch of the app across platforms.
- Designed a **buy-and-sell discount marketplace**, focusing on App Store optimization to improve downloads and conversion rates.

Cofounder

June 2015 – May 2016

Pocketchef (B2C), Hyderabad, India

- **Built the company from scratch**, hired developers and marketers, led operations across restaurant selection, meal curation, and delivery route optimization to cut ETAs.
- Scaled to **10,000+ monthly users** by running cross-channel ads (Facebook, Google, Twitter).

Software Engineer

July 2013 - May 2015

Blue Yonder (B2B), Hyderabad, India

- **Designed enterprise software** for the Demand Forecasting cloud infrastructure using **jQuery, HTML, and CSS**. This hands-on dev work and **agile environment** helped me speak engineers' language and design feasible solutions faster later in my career.

Skills

Leadership & Strategy & Industry

Design Strategy, Collaboration, Mentoring, User-Centric Culture, Product Management, Business Requirements, Agile, Data-Driven Design, Lean UX | B2B SaaS, Fin Tech, Financial Services, Ecommerce, Recruitment, Social Media, Sustainability

Product & Research

Design Thinking, System Thinking, Qualitative and Quantitative Research, Competitive Research, Design Systems, Story Telling, Information Architecture (IA), Human-Computer Interaction (HCI), Interaction Design, UX Design, UI Design, User Journey, User Stories, Wireframing, Prototyping, Responsive Design, Micro-interactions, Visual Design, Data Visualization, UX Writing, Usability Testing, A/B Testing, WCAG 2.2 AA, Material Design, Human Interface Guidelines (iOS)

Design and AI Tool | Languages

Figma, Adobe Suite, Miro, Jira, Confluence, Google Analytics, Metabase, Hotjar | Figma Make and MCP, ChatGPT, ElevenLabs, Cursor, n8n, Bolt, Lovable.ai | JavaScript, jQuery, HTML, CSS, Webflow | English

Education

Bachelor and Master in Agricultural and Food Engineering, Indian Institute of Technology (IIT), Kharagpur | 2008-13

Awards

- Won gold medals for two consecutive years in Rangoli and Illumination competitions as Design Head at IIT KGP (University), 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.

Interests

Design Side Projects, Mentorship, Content Creation, Books, Guitar, Travel (19+ countries)