



Ravi Surana

Lead Product Designer

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Lead Product Designer with 9 years of experience crafting data-rich products for **B2B and B2C** companies in FinTech, HRTech, Legal, and FoodTech. Drawing on an **engineering** and **entrepreneurial** background, I translate complex systems into intuitive user experiences through **research** and data. I build **UX strategies** that align with user needs, **leverage AI** to optimize design workflows, and drive measurable **business impact**. Great design to me is identifying the right problem, crafting elegant solutions, and delivering tangible value.

Work Experience

Lead Product Designer, Strike, Berlin, Germany

June 2025 – Present

- Designing **AI-powered mobile trading experiences** (Android/iOS) by collaborating with data scientists to develop ML-based scanners, trend detection algorithms, and personalized insights, translating complex AI outputs into intuitive user interfaces targeting **25% monthly active users (MAU) within six months**.
- Conducted **comprehensive user research** mapping trader and investor journeys to uncover friction points and establish success metrics. Drove **AI feature iterations** and recommendation accuracy improvements that increased **Trial Conversion Rate from 3.5% to 10%** (on track for 2025).
- **Leading a team of 3** and managing cross-functional **stakeholders**, providing mentorship and strategic direction while establishing OKRs that align design outcomes with business goals toward \$5M ARR.

Lead Product Designer, Paystand, Hyderabad, India

January 2021 - March 2025

- Led UX for ERP-integrated Account Receivable/Payable platforms and a flagship Checkout system handling over **\$1B+ transactions** annually, enabling seamless, **real-time data synchronization** across NetSuite, Sage, and MS Dynamics.
- Shaped **UX strategy and Product Vision** by partnering with Product and Engineering leadership to influence roadmap prioritization, resulting in the successful launch of 3 major platform features that drove \$1B+ in annual transaction volume.
- Designed the **DeFi Business Expense Card**, a corporate card with Bitcoin rewards, covering **card management**, spend controls, **KYC/KYB**, virtual card creation, and transaction history. Launched with 5 enterprise clients, processing \$1M+ in monthly transactions.
- Created and maintained a design system 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, Leoforce, Hyderabad, India

July 2018 - December 2020

- **Designed human-AI collaboration patterns** for Arya, an AI-powered recruitment platform, by partnering with data scientists to prototype and test ML-based candidate matching, rediscovery logic, and AI-driven recommendations—**reducing sourcing time by 60%** while maintaining high match quality.
- **Led research and design** for bias-mitigation models and GDPR-compliant workflows, applying service design principles to ensure ethical AI usage across U.S. and EU client touchpoints.

- Created an internal **employee performance management platform** that enables peer-to-peer feedback, task visibility, and self-improvement, boosting **happiness scores by ~35%** in the first year.
- Built a robust **scalable design system** used across 4+ products that reduced usability issues by more than 50% and increased design to dev speed by 60%.

User Experience Designer, Ananth Technologies, Hyderabad, India

June 2016 - June 2018

- Led product design for Resqyou, a Missouri-based legal-tech app for amending tickets, translating legal workflows into intuitive user experiences that drove early adoption of **5,000 users and 2,000 tickets** processed in the first months.
- Collaborated with an external agency to design marketing collaterals and support the successful launch of the app across platforms.
- Designed Splitwise, a buy-sell discount marketplace, leveraging user research and behavioral data to optimize the user journey, increasing downloads by 50%, and conversion rates by 25%.

Cofounder, Pocketchef, Hyderabad, India

June 2015 – May 2016

- Built the company from scratch, hired developers and marketers, led operations across restaurant selection, meal curation, and **delivery route optimization** to cut ETAs and Scaled to **10,000+ monthly users**.
- Designed a **two-sided marketplace** connecting home chefs with customers, creating trust-building features (reviews, ratings, chef profiles) and optimizing both supply (chef onboarding) and demand (customer discovery) sides of the platform.

Software Engineer, Blue Yonder, Hyderabad, India

July 2013 - May 2015

- **Designed enterprise software** for the Demand Forecasting cloud infrastructure using **jQuery, HTML, and CSS**. This hands-on development 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, FinTech, Ecommerce, Recruitment, Sustainability, Supply Chain, FoodTech

Product & Research

Human-AI Collaboration, AI Experience Design, Service Design, User Research Leadership, Usability Testing, Design Thinking Design Systems, Information Architecture (IA), User Journey, Wireframing, Prototyping, Responsive Design, Data Visualization, A/B Testing, WCAG 2.2 AA, Material Design, Human Interface Guidelines (iOS)

Design and AI Tool | Languages

Figma, Adobe Suite, Miro, Maze, Jira, Confluence, Google Analytics, Metabase, Hotjar | **AI-Powered Design:** Figma Make and MCP, ChatGPT, Claude, ElevenLabs, Cursor, n8n, Bolt, Lovable.ai | JavaScript, jQuery, HTML, CSS, Webflow

Education

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

Awards

- Best Engineer Award (2x) at Blue Yonder for outstanding performance in a quarter
- Gold Medals (2x) in University (IIT KGP) for creative design leadership in Rangoli & Illumination competitions
- Magazine Writer for Technology Literary Society, IIT KGP