

Ravi Surana

Senior Product Designer

Senior Product Designer with 9+ years of experience building data-rich **B2B** and **B2C** products across FinTech, FoodTech, HRTech, Legal and more. With an **engineering and entrepreneurial** background, I translate complex systems into intuitive experiences through research and data, and **build scalable design systems**. I work closely with engineering, move fluidly from **strategy** to pixel-perfect execution, and increasingly **leveraging AI** to optimize design workflows and deliver measurable business impact. Great design to me is solving the right problems with elegant solutions that create real value.



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Work Experience

Senior Product Designer, Strike, Berlin, Germany

June 2025 – Present

- Designing **AI-powered** investment platform (Android/iOS) enabling traders and investors to create custom insights tailored to their strategies, targeting a launch by March 2026 with a goal of **25% conversion rate**.
- Conducted **in-depth user research** to map trader and investor journeys for web platform, identified friction points that led to increase in **trial conversion from 3.5% to 6%** in 2025.
- Leading a team of **3 designers** and managing **cross-functional stakeholders**, providing **mentorship** and strategic direction while setting **OKRs** that align design outcomes with business goals of **\$5M ARR** by 2026.

Senior Product Designer, Paystand, Hyderabad, India

January 2021 - March 2025

- Led UX for ERP-integrated **e-invoice management** platforms for both Account Receivables and Payables, and a flagship **Checkout System** handling over **\$1B+ in transactions** annually, enabling seamless real-time data synchronization across NetSuite, Sage, and MS Dynamics.
- Designed the DeFi Business **Expense Card**, a first-of-its-kind **Bitcoin rewards system**, covering card management, spend controls, KYC/KYB, virtual card creation, and reward system. Launched with 5 enterprise clients, processing **\$1M+ in monthly transactions**.
- Created and maintained a **design system** of UI assets and component library (tokens, patterns, accessibility states), reducing design-dev handoff time by ~50% and UI defects by ~80%.

Senior Product Designer, Leoforce, Hyderabad, India

July 2018 - December 2020

- Designed workflows for Arya, an **AI-powered recruitment platform**, partnering with data scientists to prototype and validate ML-based candidate matching, and recommendations—**reducing sourcing time by 60%** while maintaining high match quality.
- Led research and design for **bias-mitigation models** and **GDPR**-compliant workflows to ensure ethical AI usage across U.S. and EU client touchpoints.
- Created an internal **employee performance management platform** enabling peer-to-peer feedback, task visibility, and self-improvement, increasing employee **happiness scores by ~35%** within the first year.

UX 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 Resqyou app across platforms.
- Designed Splitnsave, 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 Methodologies, Data-Driven Design, Lean UX, Stakeholder Management, Storytelling | B2B SaaS, Finance, Recruitment, Sustainability, Supply Chain, Food Tech, Ecommerce

Product & Research

Human-AI Collaboration, AI Experience Design, Service Design, User Research Leadership, Usability Testing, Design Thinking, Scalable 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), UX Writing

Design and AI Tool | Languages

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

Education

Bachelor's and Master's in Agricultural and Food Engineering, Indian Institute of Technology (IIT), Kharagpur | 2013

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