

SARANSH VERMA

Lead Product Designer | AI-Powered Products | Enterprise SaaS | Product Strategy | Design Systems

9+ Years Experience | 15+ Products Delivered | 5+ AI Products | 10+ Designers Mentored | 30% Business Growth Contribution

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PROFESSIONAL SUMMARY

Lead Product Designer with 9+ years of experience driving Product Strategy, Product Discovery, UX Leadership, Design Systems, and AI-powered enterprise platforms. Specialized in B2B SaaS, workflow automation, analytics dashboards, fintech, edtech, employee wellness, and networking products. Proven success leading cross-functional teams, mentoring designers, establishing scalable design systems, and delivering measurable business outcomes. Experienced in partnering with Product, Engineering, Leadership, and Business stakeholders to transform complex workflows into intuitive digital experiences.

CORE EXPERTISE

Product Strategy, Product Discovery, UX Strategy, User Research, Design Thinking, Customer Journey Mapping, Information Architecture, User Flows, Interaction Design, Wireframing, Prototyping, Usability Testing, A/B Testing, Experimentation, Accessibility (WCAG), Design Systems, Design Ops, AI Product Design, Enterprise SaaS, B2B SaaS, Data Visualization, Dashboard Design, Agile, Scrum, Stakeholder Management, Cross-Functional Leadership, Human-Centered Design

CAREER HIGHLIGHTS

- 9+ Years of Product Design Experience
- 15+ Enterprise Products Delivered Across Multiple Domains
- 5+ AI-Powered Products Designed and Launched
- 30% Contribution to Business Growth Initiatives
- 10+ Designers Mentored Across Enterprise Programs
- Multiple Enterprise Design Systems Established and Scaled
- Led Discovery Workshops, Stakeholder Interviews & Product Vision Sessions

PROFESSIONAL EXPERIENCE

Lead UX/Product Designer

Successive Digital, Noida, India | March 2021 – Present

- Led end-to-end product design and UX strategy across enterprise SaaS and AI-powered applications.
- Owned Product Discovery, stakeholder workshops, user interviews, journey mapping, usability testing, and roadmap definition.
- Designed AI workflow automation products, including a BRD Generator, Test Case Generator, UAT Generator, Release Notes Generator, and AI Utilities Platform.
- Helped reduce manual documentation effort through AI-assisted workflows and process automation initiatives.
- Established scalable design systems, reusable UX frameworks, and governance standards across multiple products.

- Collaborated with Product Managers, Engineering Leaders, QA teams, and executives to drive product outcomes.
- Mentored 10+ designers and contributed to design quality, consistency, and delivery excellence.
- Contributed to business growth through workflow optimization, improved usability, and product innovation.

Senior UX/UI Designer

Successive Digital, Noida, India | October 2019 – March 2021

- Designed enterprise dashboards, workflow-driven SaaS applications, and analytics platforms.
- Conducted stakeholder workshops and translated business requirements into scalable product solutions.
- Created wireframes, prototypes, interaction models, and design documentation.

UX/UI Designer

Sharda Tech, Greater Noida, India | August 2018 – October 2019

- Designed responsive web and mobile products across healthcare, education, and enterprise domains.
- Collaborated closely with engineering teams to deliver production-ready experiences.

UX/UI Designer

Terasol Technologies, Greater Noida, India | January 2017 – July 2018

- Redesigned enterprise networking dashboards and collaboration platforms, improving workflow efficiency.

KEY CLIENTS & PRODUCTS

Nokia (Nuage Networks) – Enterprise networking dashboards and operational workflow optimization.

Dentsu – Analytics, reporting, and data visualization experiences for marketing teams.

Bajaj Finserv (Varuna) – Workflow optimization and customer journey improvements.

Workplace Options – Employee wellness and engagement platform experiences.

K12 / Stride Tutoring – Student, tutor, and administrator workflow experiences.

Government Projects – NFL, NRLDC, SAIL, and Munitions India Ltd, focused on accessibility and modernization.

LEADERSHIP IMPACT

- Led cross-functional collaboration between Product, Engineering, QA, Business, and Executive stakeholders.
- Facilitated discovery workshops, stakeholder alignment sessions, and product vision discussions.
- Built scalable design systems adopted across multiple enterprise products.
- Championed user-centered design practices and design maturity initiatives across teams.
- Mentored designers and supported career growth, design reviews, and delivery excellence.

TOOLS & TECHNOLOGIES

Figma, FigJam, Adobe XD, Photoshop, Illustrator, Miro, Jira, Confluence, ChatGPT, Claude, Cursor, Lovable, HTML, CSS, AI-Assisted Design Workflows

EDUCATION & CERTIFICATIONS

- Bachelor of Technology (B.Tech) – Information Technology
- Diploma – Computer Science
- Interaction Design Foundation (IxDF)
- Design Thinking, Design for a Better World, AI-Powered UX & Product Design Programs