

SARANSH VERMA

Lead Product Designer | UX Strategy | B2B SaaS | AI-Powered Products | Design Systems
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PROFESSIONAL SUMMARY

Lead Product Designer with 9+ years of experience in enterprise SaaS, AI-powered products, and web/mobile solutions. Proven experience leading project teams, mentoring designers, and driving measurable business outcomes including a 30% increase in business. Expert in UX Strategy, Product Design, Design Systems, User Research, Information Architecture, Accessibility, and Stakeholder Management. Experienced in conducting discovery workshops, user interviews, usability testing, and journey mapping for multiple products.

CORE COMPETENCIES

- UX & Product Leadership: UX Strategy, Product Design, Team Mentoring, Stakeholder Management, Design Leadership, Agile Product Development
- Experience Design: User Research, Information Architecture, Journey Mapping, Interaction Design, Wireframing, Prototyping, Usability Testing, Accessibility (WCAG)
- Enterprise & SaaS: B2B SaaS, Dashboard Design, AI Product Design, Data Visualization, Workflow Optimization, Design Systems

PROFESSIONAL EXPERIENCE

Lead UX Designer | Successive Digital, Noida | Mar 2021 – Present

- Led UX strategy and product design initiatives for enterprise SaaS and AI-powered products.
- Mentored designers and established scalable UX processes and design standards across multiple products.
- Conducted discovery workshops, user interviews, usability testing, and journey mapping for multiple products.
- Collaborated with Product Managers, Engineers, and Stakeholders to align business goals with user needs.
- Delivered AI-assisted workflow tools (BRD Generator, Test Case Generator, AI Utilities) improving efficiency and decision-making.

Senior UX/UI Designer | Successive Digital, Noida | Oct 2019 – Mar 2021

- Designed enterprise dashboards and workflow-driven applications with improved usability and accessibility.
- Created high-fidelity wireframes, prototypes, and interaction models for multiple SaaS products.
- Conducted stakeholder workshops to define product requirements and success metrics.

UX/UI Designer | Sharda Tech, Greater Noida | Aug 2018 – Oct 2019

- Designed responsive web and mobile experiences, wireframes, prototypes, and visual designs.
- Collaborated with development teams to deliver user-centered solutions.

UX/UI Designer | Terasol Technologies, Greater Noida | Jan 2017 – Jul 2018

- Redesigned networking dashboards and collaboration platforms for enterprise users.
- Improved workflow efficiency and usability across internal tools.

KEY PROJECTS

- **Nokia (Nuage Networks)** – Redesigned enterprise networking dashboards improving operational efficiency.
- **Dentsu** – Designed analytics and media reporting platforms enhancing data visualization and usability.
- **Bajaj Finserv** – Improved customer journey flows, increasing adoption and engagement.
- **Stride Tutoring (K12)** – Optimized dashboards for students, tutors, and administrators improving engagement.
- **Workplace Options** – Designed employee wellness and engagement platforms with measurable adoption metrics.
- **Government Projects** – NFL, NRLDC, SAIL, Munitions India Ltd focusing on accessibility and workflow optimization.

LEADERSHIP & ACHIEVEMENTS

- Led end-to-end UX/Product design initiatives delivering measurable business impact (+30% business growth).
- Mentored and guided designers across multiple enterprise SaaS projects.
- Created and managed design systems used in multiple products, ensuring consistency and efficiency.
- Web Awards Winner 2020 for exceptional dashboard design and UX excellence.

EDUCATION & CERTIFICATIONS

- B.Tech – Information Technology
- Diploma – Computer Science
- Interaction Design Foundation (IxDF) – Design Thinking, Design for a Better World

RELEVANT SKILLS

Product Design, UX Strategy, User Experience Design, AI Products, Enterprise SaaS, B2B SaaS, Design Systems, Product Discovery, User Research, Accessibility, Agile, Stakeholder Management, Data Visualization, Human-Centered Design, Design Thinking, Wireframing, Prototyping, Usability Testing, Team Leadership, Dashboard Design