

SURABHI.CV

UX & PRODUCT DESIGNER

BIO

Product Designer with 5+ years of experience shaping user-centric, data-driven digital experiences across consumer apps, mobility, and SaaS. Skilled at system-level problem solving: mapping complex funnels, uncovering hidden friction, and designing intuitive, consistent experiences that drive adoption and trust.

CONTACT

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SKILLS

Design

Experience Design, Interaction Design, User research, Prototyping, Wireframing, Usability Testing, Low to high fidelity design, Site mapping, Information Architecture and User Journeys, Product Strategy, O-1 Products, Design Thinking, Videography & Photography

Creative Tools

Figma, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom

Research

Interviews & surveys
Usability & concept testing
User Personas and Mapping
Qualitative analysis methods
Field study

EDUCATION

Bachelor of Technology –
Computer Science & Engineering

Guru Gobind Singh Indraprastha
University, New Delhi

2016-2020

DESIGN HISTORY

Truecaller | Product Designer

November 2023 - Today

- Redesigned the Truecaller’s in-call UI used by 400M+ users, improving performance and trust through user research and cross-BU collaboration
- Leading product design for Truecaller Business Unit, ensuring a seamless experience for over **400 million of users** on the Android platform and web self serve portal
- Directed a cross-functional team to develop Verified Campaigns, empowering businesses to seamlessly integrate their customer engagement platforms with Truecaller, enhancing **hyper-targeted marketing** through daily user interactions on calls and messages
- Designed B2B tools like Number Intelligence (helping businesses reduce risk and drive growth through phone number insights) and Business IM Portal (a self-serve platform for resellers to onboard and manage business messaging)

Ather Energy | Product Designer

January 2022 - November 2023

- Worked as an Interaction Designer in the business app and charging infrastructure team where I took charge of overseeing complete user experiences across a range of customer touch-points. This encompasses conducting on-site user research, pinpointing UX challenges, and presenting design solutions
- Successfully orchestrated the redesign of the subscription purchase experience within the Ather mobile app, resulting in a **40% surge in subscription purchases** and a **6% uptick in app adoption**
- Helmed the design and implementation of the charging infrastructure host’s dashboard project, which streamlined the electricity visualisation and reimbursement processes. This initiative led to **substantial annual savings of 58 lakhs**
- Performed in-depth field research utilising various research methodologies such as data analysis, field studies, and user interviews to assess the effectiveness of customer payment journeys
- Responsible for visualising ideas, art direction, creation of supporting assets meanwhile acting as a liaison between creative & business teams

Squareboat | Product Designer

January 2021 - January 2022

- In charge of conducting user research and developing the information architecture, sitemap, and wireframes for the Dr. Reddy Nutrition website
- Created a mobile application and CMS system tailored for real estate brokers, facilitating property exploration and lead optimisation
- Developed a web-based platform catering to writers, offering them the ability to author publications, engage with fellow publishers, and connect with readers