SR

Siddharth Rao

Lead Product Designer

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SKILLS

Figma · FigJam · ProtoPie · Maze · Mixpanel · Dovetail · Jira · Miro

CORE SKILLS

- Product strategy
- User research
- Interaction design
- Design systems
- Design leadership
- Experimentation

LANGUAGES

English · Fluent
Telugu · Native
Hindi · Fluent
Kannada · Conversational

Personal statement

Product designer with 10 years of experience, including 4 years leading design for B2B SaaS and fintech products. Owns problems end to end, from discovery and research to interaction design, visual design and launch metrics, and has built and managed a team of 6 designers.

Work experience

Lead Product Designer · **Trivenix Software Pvt Ltd, abad** Mar 2022 – Present

- Lead a team of 6 designers across 3 product lines of an HR and payroll SaaS used by 9,000+ companies.
- Redesigned the payroll-run workflow after 30 customer interviews, reducing average processing time from 3 days to under 1 day and related support tickets by 27%.
- Partnered with the growth team on trial onboarding experiments that raised trial-to-paid conversion from 9% to 13%.
- Set up a shared design system, quarterly research roadmap, weekly design critiques and a structured hiring rubric for designers.

Product Designer to Senior Product Designer · **iew Fintech Pvt Ltd, Bengaluru** Jul 2016 – Feb 2022

- Designed investment and SIP flows for a mutual fund app that grew from 2 lakh to 18 lakh users.
- Ran A/B tests on goal-based investing screens that increased SIP set-ups by 22%.
- Worked with compliance teams to design regulatory risk disclosures and KYC steps without hurting completion rates.
- Promoted to senior product designer in 2019 and mentored 3 junior designers.

Education

M.Des. in Interaction Design · **Indian Institute of Design chnology, Bengaluru** 2014 – 2016
: 8.6 CGPA

B.Tech. in Information Technology · **Charminar Institute nnology, Hyderabad** 2010 – 2014
: 7.4 CGPA

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