

SAURAJ BABU

Lead Product Designer | Founding Designer

saurajbabu@gmail.com

Founding Product Designer and design leader with 9+ years of experience building and scaling consumer products across fintech, edtech, AI and SaaS. Led product strategy, user experience, interaction design, design systems, branding and growth initiatives for products used by more than 40,000 students across 700+ schools. Experienced in taking products from early concepts to launch while collaborating closely with founders, engineers, marketers and business teams.

WORK EXPERIENCE

National Finance Olympiad

Head of Design / Founding Product Designer 2023–2026 – **Present**

- Created the NFO brand identity, website experience and visual communication system for students, parents, teachers and school administrators.
- Led end-to-end product design for a financial education platform used by 80,000+ students across 700+ schools.**
- Designed the student learning platform, parent onboarding, examination journeys, dashboards, e-books, quizzes and interactive finance games.
- Established the product's visual language and created scalable design systems across web, mobile and marketing experiences.
- Improved checkout conversion by **30%** through redesigned product pages and simplified purchase flows.
- Increased completion of student onboarding by **25%** after clarifying parent and student roles.

Streak – YC W22

Founding Designer / Head of Design August 2021–2023

- Joined as a founding team member and established the company's product design practice, workflows and design standards.
- Led end-to-end product design for a Fintech app with 500k Downloads**
- Led product strategy and end-to-end design for a gamified financial education and payments product built for teenagers and families.
- Designed mobile experiences covering onboarding, financial learning, goals, rewards and user engagement.
- Built and maintained reusable product and motion design systems to improve consistency and development efficiency.
- Partnered directly with founders and engineers to shape product priorities, define requirements and deliver zero-to-one product experiences.
- Led branding, interaction design, prototyping and product storytelling for fundraising, customer communication and product launches.
- Recruited, mentored and reviewed the work of designers while building a collaborative design culture

CONTACT

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- <https://github.com/saurajb>

EDUCATION

Srishti Manipal Institute of Art, Design and Technology

Master's Degree,
Human–Computer Interaction
2019–2021

Vellore Institute of Technology

Bachelor's Degree, Interactive
Technology and Visual Effects
2013–2016

SKILLS

Hard Skills:

Product Strategy
UX Design
UI Design
Interaction Design
Product Discovery
Information Architecture
User Research
Usability Testing
Rapid Prototyping
Design Systems
Responsive Design
Mobile Product Design

Leadership and Growth

Design Leadership
Team Mentoring
Stakeholder Management
Cross-functional Collaboration
Growth Design
A/B Testing

Tools:

Figma
Framer
React
Blender
Adobe CC
Rive

Keastone

Senior Product Designer

April 2017–January 2022

- Designed an ambitious productivity platform that brought email, messaging, files, notes and publishing into a unified workspace.
- Explored early AI-assisted experiences that surfaced contextual information and interface elements based on a user's current task.
- Led interaction design and high-fidelity prototyping for complex workflows across desktop and mobile.
- Collaborated with a multidisciplinary design team to define product concepts, information architecture and the broader product vision.
- Created functional prototypes and product narratives that helped communicate the concept to investors and stakeholders.
- Produced motion design and animated sequences for product demonstrations and communication.

NetBramha

Interaction Designer

June 2016–May 2017

- Designed web and mobile products for clients across multiple industries.
- Translated business requirements and user needs into user flows, wireframes and interactive prototypes.
- Contributed to research, ideation, visual design, usability testing and developer handoff.
- Created consistent design languages across screen sizes and product touchpoints.
- Collaborated with product managers, designers and engineers throughout implementation.

LEADERSHIP IMPACT

- Built and led product design practices across early-stage fintech and education products.
- Owned product design from discovery and strategy through launch and iteration.
- Mentored designers and improved critique, documentation, prototyping and handoff processes.
- Partnered with founders and senior stakeholders on product direction, prioritisation and business strategy.
- Connected design decisions with user behaviour, product analytics and conversion outcomes.

SELECTED PROJECTS

Wotter — Hydration and Drink Tracking App

- Co-created and launched a consumer hydration-tracking app on the App Store.
- Designed the complete product experience, brand identity, website and illustration system.
- Created the Wotter character and progression mechanic to motivate users through playful rewards.
- Produced character illustrations in Adobe Illustrator and interactive animations in Rive.

Fable — AI Pre-production Platform

- Designed a concept for an AI-assisted filmmaking platform covering scriptwriting, storyboarding, scheduling and collaboration.
- Defined end-to-end workflows for filmmakers, agencies and independent creative teams.
- Created the initial product strategy, information architecture and interactive prototype.