

Sumeet Rana

Senior Product Designer

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SUMMARY

Senior Product Designer with 5+ years shipping end-to-end product design across fintech, B2B SaaS, and consumer apps, from user research and information architecture through high-fidelity UI, usability testing, and measurable business outcomes. Led a fintech home redesign that lifted first-time activation 47% and repeat funding 38%, and directed an AI-agent-assisted rebuild of an industry-grade design system in 4 weeks. Fluent in AI-augmented design workflows (Claude, Gemini, Cursor) without trading off research rigor, accessibility, or systems thinking.

CORE SKILLS

Design & Strategy: Product Thinking, UX Strategy, Information Architecture, Interaction Design, Design Systems, Prototyping, Accessibility (WCAG)

Research & Validation: User Research, Usability Testing, AI-Augmented Research, Behavioral & Outcome Analytics

Tools & AI: Figma (Dev Mode, Variables, MCP), Claude, Gemini, Cursor, Microsoft Clarity, Maze, Notion

Collaboration: Cross-functional Collaboration, Stakeholder Management, Design-to-Development Handoff, Design Critique

SELECTED CASE STUDIES

Full process, research, and visuals for both studies below. Portfolio: sumeetrana.in

Fintech Home Redesign — Lendee · Sole Product Designer 2026

- Diagnosed a stalled 3.4% first-time activation rate as a trust failure, not a UI failure, through funnel analysis, support-ticket audits, session analytics, and two rounds of 8-participant usability testing.
- Redesigned first-time and returning home experiences around research-backed principles: education before action, proof over persuasion, transparency over comfort.
- Delivered +47% first-time activation, +38% repeat funding, -41% home support tickets, and a System Usability Scale increase from 55 to 84 within 2 months of launch.

AI-Directed Design System — Denefits · Design System Lead 2026

- Directed and audited an AI agent (Claude, via a Figma MCP integration) to rebuild a 4-surface design system from a file with 343 unmanaged colors and zero spacing or component tokens.
- Defined a 4-layer token architecture and shipped 75 governed color primitives, 64 semantic tokens, and 551 component variants, each measured against WCAG contrast standards.
- Cut cross-family contrast variance from 0.71 to 0.03 and partnered with engineering on cross-platform token export (CSS, Swift, Android) plus a CI pipeline for ongoing governance.

PROFESSIONAL EXPERIENCE

UX/UI Designer — Bridging Technologies, Mohali 05/2024 – Present

- Own end-to-end design (research, UX, UI, validation) for a fintech investment app as sole designer, with full authority from discovery through shipped production releases.
- Lead qualitative and quantitative research, including moderated usability testing and behavioral analytics, to guide product and design decisions.

UX Designer — Techies Infotech, Mohali 03/2023 – 01/2024

- Drove B2B product design decisions through structured user research, cross-functional prototyping, and recurring design reviews with engineering and product stakeholders.

Software Engineer (UI/UX & Frontend) — Manomaya AI, Remote 05/2022 – 03/2023

- Designed across multiple SaaS products and client engagements at an early-stage startup, spanning user research, UI design, and front-end implementation.

Freelance Designer — Remote 01/2021 – 05/2022

- Shipped 30+ freelance projects globally end to end, from wireframes to final visual design, earning a Top Rated badge (top 10% of platform).

EDUCATION

Bachelor of Technology, Electrical, Electronics and Communications Engineering
HPTU · 2021