

# Akhilesh Saurabh

Product Designer

✉ [biz.akhilesh@gmail.com](mailto:biz.akhilesh@gmail.com) 📞 +91-9968947245 🌐 [LinkedIn](https://www.linkedin.com/in/akhileshsaurabh) 🌐 [akhileshsaurabh.com](https://www.akhileshsaurabh.com)

## Experience

### WizCommerce — Senior product designer

Dec 2025 - Mar 2026

- Owned design for core WizOrder modules, including the discount engine and CRM, driving key B2B merchant workflows
- Designed a flexible discount engine enabling complex pricing configurations and improved operational control
- Designed scalable systems for customer management, simplifying complex workflows and improving usability

### SuperFam — Founding product designer

Dec 2023 - Nov 2025

- Owned end-to-end product design for SuperFam, a family utility app, from initial discovery to public launch
- Designed and shipped core features that contributed to **100K+ downloads** and **20% week-4 retention**
- Conducted qualitative user research with families to identify unmet needs around coordination, trust, and shared utilities, shaping core product direction
- Defined SuperFam's design system from scratch, bridging brand identity with native **iOS and Android** interaction models
- Partnered closely with engineering and founders to iterate rapidly, balance technical constraints, and ship high-quality experiences

### Khatabook — Product designer

Dec 2022 - Nov 2023

- Led the redesign of Khatabook's Partner Portal dashboard (B2B), resulting in an **18% increase in sales performance** through improved usability, information hierarchy, and workflow efficiency.
- Spearheaded the creation of a **tokenized design system**, enabling consistency and faster development across multiple products
- Built and documented **250+ reusable components**, supporting scalability and long-term maintainability
- Initiated and led cross-team workshops to drive design system adoption, aligning multiple teams on standards, best practices, and implementation guidelines

### Arre Bro — Co-founder

Feb 2021 - Dec 2022

- Co-founded a direct-to-consumer fashion brand and owned product and experience design end-to-end.
- Designed and launched a fully responsive Shopify-based e-commerce platform, optimizing browsing, checkout, and mobile usability.

## Summary

Product Designer with 3+ years of experience designing and scaling consumer and B2B products across YC-backed and high-growth startups. Proven track record of owning end-to-end design, from problem discovery and user research to execution and launch. Strong focus on design systems, cross-team collaboration, and measurable product impact, with experience shipping at scale across iOS, Android, and Web.

## Skills

- Product Discovery & Problem Definition
- User Research (Interviews, Usability Testing, Synthesis)
- Interaction Design & Prototyping
- Design Systems & Tokenization
- Information Architecture
- Cross-functional Collaboration
- Data-informed Design Decisions
- Accessibility & Platform Guidelines

## Tools

- Figma
- Notion
- Adobe Creative Suite
- Miro
- Framer
- Mixpanel
- Play
- Google analytics
- Claude Code
- GPT
- Mid Journey

## Education

DPS Vasant Kunj — 2019

Higher Secondary School - Science