





# Nishant Sura

Product Manager, UX/UI Designer,  
Product Research & Development.

## Address

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## Connect

 [nishantsura.com](https://nishantsura.com)

 [LinkedIn](#)

## Softwares & Tools

Figma

Claude & Vo

React.js

HTML, CSS, JavaScript

Stripe & Razorpay

Jira & Confluence AI

Google Analytics & Hotjar

AWS & Firebase

Low code & No code tools

Product Management & Strategy



UX/UI & Prototyping



Technical & Development  
Management



## Academics

Bachelors of Architecture (B.Arch)

Vaishnavi School of Architecture, Hyderabad.

## Other Info.

Languages

English, Hindi, Telugu

## Hobbies

Graphic Design

Football

Hiking

Photography

## Overview

I come from a product design background with hands-on founder experience, specializing in building user-centric products that drive growth. I bridge design, strategy, and execution to create impactful digital experiences. With experience in both SaaS startups and global enterprises, I thrive at the intersection of design, technology, and business, turning ideas into scalable and successful products.

### Key Achievements

- ✔ Improved investor engagement by 40% at Mirae Assets by redesigning fund investment flows to streamline user interactions..
- ✔ Reduced authentication crashes at Dell Identity by enhancing enterprise security protocols and user experience.
- ✔ Led user research with 200+ users across 6 countries, enabling data-driven UX decisions that significantly boosted product adoption.
- ✔ Increased client retention by 20x by managing UX and contributing to critical modules of Dell Premier, serving enterprise clients worldwide.
- ✔ Automated stock tracking for AutoStock, reducing manual effort by focused solely on improving HCI for local and small scale businesses.

## Experience

### Dell Technologies

Senior Product Designer

April 2021 - July 2024

Led UX strategy for Dell Identity, designing authentication flows for 16 countries, reducing crashes and improved UX

Played a key role in Dell Premier, Dell's flagship B2B platform for business clients to manage subscriptions, payments, reports, and enterprise purchases.

Interviewed 100+ users across 6 countries and launched Dell Premier in multiple countries.

Developed WCAG-compliant accessibility enhancements, improving usability across Dell's platforms.

### Webileapps

Senior Product Designer

Visit [www.miraeassetmf.co.in](http://www.miraeassetmf.co.in)

Visit [Kfintech.com](http://Kfintech.com)

October 2019 - March 2021

Designed investment flows for 20+ funds at Mirae Assets & KFinetech, increasing investor engagement by 40% for a quarter.

Developed onboarding flows for Tier-2 cities, making investment accessible through language preferences.

Built investment tracking dashboards & portfolio management tools, increasing user engagement and fund management efficiency.

Led major rebranding & IPO website design for KFinetech, driving 10x platform growth.

Conducted UX research and iterative design improvements, reducing drop-offs and improving conversion rates.

### Autoluxe DXB

Product Owner, Design & Development

[Visit Autoluxe DXB](#)

October 2019 - March 2021

Designed and developed a luxury car rental platform, integrating WhatsApp-based booking flows to increase conversions.

Built a comprehensive admin panel, reducing fleet management time, allowing hosts to track listings, pricing, and availability seamlessly.

Automated booking confirmations and availability tracking, reducing manual intervention by 70% and increasing overall platform efficiency.

### Autostock

Product Owner, Design & Development

Ongoing

Built a multichannel inventory management platform for real-time tracking across online and offline stores.

Implementing an AI-powered automation system to reduce manual stock entry and improve accuracy.

Creating a custom analytics dashboard to help businesses optimize inventory and logistics.

Building an AI chatbot for business owners to instantly access insights, stock updates, and performance metrics, enhancing decision-making.