

# SohajSinghBrar

Product Designer with 8+ years of experience

[www.sohajbrar.com](http://www.sohajbrar.com)

[sohajbrar@outlook.com](mailto:sohajbrar@outlook.com)

+1 (510) 770-4438

## Experience

### Meta • Senior Product Designer

JAN 2020 – PRESENT • SAN FRANCISCO, US

- **Creator Marketplace:** Built the north star vision and product strategy for a new way of co-creating ads with Instagram creators. Led the design efforts across Instagram, Facebook and Ads manager teams. 10k+ brands and 100k+ creators onboarded.
- **Ads Manager Growth design:** Set up and scaled the Growth process across 5 teams, leading 9 designers. Through incremental data-informed optimizations, my designs led to \$2B+ revenue for the company. Formulated Growth strategy, quality excellence and collaboration models.
- **Meta Business Suits app:** Worked with xfn to launch end-to-end ads experience for 0-1 [MBS mobile app](#) for small businesses.

### Oracle • Senior UX Designer

OCT 2018 - JAN 2020 • REDWOOD CITY, US

- **Contracts & Purchasing:** Led the design & research efforts to redesign Oracle's contract & price management solutions for healthcare organizations. North star prototype presented at Oracle Open World'19.
- **Procurement:** Designed Oracle's new Self Serve Procurement mobile app. Worked with cross-functional team to develop the app.

### Monotype • Senior UX/CX

JUL 2014 - JUL 2017 • NOIDA, INDIA

- **Owlie:** Conceived a [new idea 'Owlie'](#) that helps in simplifying decision-making process. Led the product team and designed the experience of the app, bot and website. [#4](#) on ProductHunt.
- **Swyft:** Created strategy for brand engagement in instant messaging. The project led to [acquisition for \\$27M](#). Led the team to design Swyft brand mobile apps: 10M+ downloads. Revenue \$8M in 2016.
- Designed experiences for the solutions such as FlipFont app (+200% inc in userbase), [MOSAIC](#), [catalog.monotype.com](#)

### Commonfloor • Interaction Design Intern

MAY - JUL 2013 • BENGALURU, INDIA

Designed, for one of India's leading real estate startup, Map based property search portal and mobile app for brokers to manage their businesses.

### Freelance/Consultancy • UX Design

2011 - PRESENT • US, INDIA

Consulted start ups and industry leaders in United States and India on Customer Experience including [Help-Full](#), [JP Morgan Chase](#), [Aam Aadmi Party](#), [Startgrid](#), [CDCLabs](#), [Ravi Sharma Ex-CEO Adani](#), Cloudchowk and more.

## Notables

### 2 New Ventures

in Decision-making on instant messaging and Empowering seniors using Voice.

### Design Mentor

at Meta, Oracle, CCA and IIT. Hosting design classes, talks, custom-designed UX course and 1:1 mentorships.

### Founding member

of the Innovation team at Monotype.

## Skills

### Specialities:

Design thinking  
Design mentorship  
Growth Design  
Cross functional collaboration  
Systems Thinking  
Storytelling  
Interactive Prototyping  
Sound Interaction

### Domain expertise:

Artificial Intelligence  
Supply Chain  
Ad Tech  
Software as a Service (SaaS)  
Metaverse (AR/VR)  
FinTech  
Media Consumption  
Healthcare

### Tools:

Figma • Framer • Unity  
Adobe Creative Suite  
HTML • CSS • JS • C#

## Education

### CCA • MDes in Interaction Design

AUG 2017 - AUG 2018 • SF, US

### IIT-Roorkee • Btech (IDD)

AUG 2009 - JUN 2014 • INDIA