

Vansh Grover

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Portfolio: <https://www.vansh.fyi/>

Product Designer

Product Designer with **2.5+ years** of experience specializing in **designing for SaaS, Enterprise and mobile applications**. I actively research and utilize its data to inform product strategy, having led a recent project that simplified **complex user flows** and **decreased the average time on task by 50%**. As an expert in building scalable visual systems to ensure quality and coherence, I am eager to design and build technologies that give organizations the power to scale their products and make their users' lives easier. I am **open to relocation** and **immediately available** for hire.

Experience

DriQ Health

United States (Remote) | Feb 2024 - Sep 2025

Director of Product Design and Web Development

- Executed a data-driven growth strategy, aligned with the CEO's goal for broader product outreach, that grew daily unique visitors on their website: driqhealth.com from **10 to over 700 (a 70x increase)**.
- Conducted **usability testing** on **Microsoft Clarity** for regular updates to the **website's UI Design** and **optimizing the user flow** for accumulating new business leads. This led to the company's first **B2B lead generation** channel, acquiring **1+ new business leads** per month.
- Collaborated with **AI and embedded systems engineers** to create detailed **UI design** and **CAD models** for their **updated series of digital devices**, delivering a high-fidelity prototype that improved the user experience and enabled a seamless handoff to development.
- Boosted average session time from **5s to 1m 10s** by redesigning the corporate website, **optimizing SEO** for search engines, and **enhancing GEO** visibility for large language models.
- Increased social media engagement and referral traffic by **10 times** by performing continuous **data, trends and keyword analysis** from **Google Analytics, Google Trends** and **Answer the Public** to optimize **social media posts** and **ad campaigns** for stronger engagement.

Freelance Web Designer

Oct 2024 – Feb 2025

- Initiated the company's digital transformation by **redesigning their corporate website** on **Framer**, focusing on improved **usability and brand coherence**.
- Developed and implemented the company's first **scalable design system**, ensuring **visual consistency** across all subsequent **products, devices and marketing assets**.

Partlink Solutions

India (Remote) | Apr 2025 - Jul 2025

Freelance Product & Brand Designer

- Led the design of the company's **mobile app** and **enterprise admin application**, creating a **comprehensive atomic design system** with **reusable components** and detailed documentation that accelerated the development lifecycle.
- Made complex user flows intuitive for **first-time users**, resulting in a **50% decrease in average time on task** by conducting **iterative usability testing** and creating **interactive prototypes**.
- Established the complete **visual identity** for a new product (**Sparto**), designing the **logo, brand identity, and custom icon library and interactions** to create a cohesive and engaging user experience.
- Defined a user-centric product direction by conducting **on-site qualitative research** with local mechanics and automobile enthusiasts, resulting in **better navigation flows, better color choices and brand language** compared to competitors.

DIT University

Dehra Dun, India | Jul 2023 - Sep 2024

Assistant Professor 3

- Led a key departmental initiative by **redesigning the School of Design website** to increase prospective student admissions and **enhance** the school's **brand outreach**.
- Created **compelling narratives and presentations**, a skill honed by teaching UX design and research to over 350+ students.

App Mechanic

Chandigarh, India | Sep 2022 - Nov 2022

UI Designer

- Designed foundational UI components and website for the Lalaverse: Web VR/VR metaverse platform, creating high-fidelity screens for the shopping experience, inventory management, and user customization.
- Shaped the core player experience for a mobile game by designing the end-to-end player controls, in-game menus, and leaderboards in collaboration with Unity and Unreal developers.

Synoriq

Jaipur, India | Aug 2021 - Sep 2021

Product Design Trainee

- Demonstrated significant impact and ownership by leading the design of two fintech applications and contributing to a third within a concentrated 1.5-month internship, showcasing the ability to deliver results in a fast-paced environment.
- Designed the enterprise application for Ovik Finance(client communication and invoicing), Synovein(B2B loan authentication app) and contributed to Synofin LMS(B2B loan management platform) with my Product Manager.

Projects

Aether: AI Powered Design System | Gen AI, Vibe Coding | [View Case Study](#) | [Github Repo](#) | [Go to Web App \(MVP\)](#)

Vibio: Event Platform for Creatives | B2C SaaS | [View Case Study](#) | [View Prototype](#)

Sparto: E-commerce app for auto spares | B2B2C E-Commerce | [View Case Study](#) | [View Figma File*](#)

Sparto Admin: Enterprise application for Sparto | Enterprise | [View Case Study](#) | [View Figma File*](#)

*Note: Above Figma Files do not contain User Flow diagrams and Developer Documentation as I am not permitted to share those by my clients.

Skills

Design & UX | User-Centered Design, Interaction Design, Visual Design, Wireframing & Prototyping, Atomic Design Systems, B2B, SaaS & Enterprise Design

UX Research & Strategy | Qualitative & Quantitative Research, Usability Testing, Journey Mapping, A/B Testing, User Personas, Product Strategy, Service blueprints

Data Science & AI | Generative AI, Prompt Engineering, Machine Learning, Exploratory Data Analysis, Python, Langchain, HTML, CSS, Tailwind CSS, React, Elementary RAG systems

Tools | Figma, Framer, Rive, Spline, Hotjar, Google Analytics, Microsoft Clarity, Google Trends, Midjourney, Google Whisk, Eleven Labs, Gemini, Claude Code, Gemini CLI, Warp.dev

Education

Post Graduate Program in Artificial Intelligence & Machine Learning | Caltech CTME | [View Certification](#)

Master of Design in User Experience Design | DIT University | [View Degree](#)

Bachelor of Science (Honors) in Physics | Sri Venkateswara College (University of Delhi) | [View Degree](#)

Certifications

Python for Data Science | IBM | [View Certification](#)

CS50's Introduction to Computer Science | HarvardX | [View Certification](#)

Brand Management: Aligning Business, Brand and Behavior | London Business School | [View Certification](#)

Figma to Lottie Certification | Lottie Files | [View Certification](#)

Awards & Scholarships

Winner: BrandX | Pixopoly Arena | [View Certification](#)

Runner-up: VibeX Design-a-thon | Sandcup Design Studio | [View Post](#)

Runner-up: Code Red 4.0 Design-a-thon | ACIC-VGU Foundation | [View Certification](#)