SARASWATHI A. SUBBARAMAN

Director of Product, Sr Product Designer, UX Specialist

📞 1(818) 497-1224   🔗 www.bettertomorro.ws   ☆ hello@bettertomorro.ws

SUMMARY

Senior product leader with 12+ years of experience leading data-driven, user-centric design across multimodal platforms. Expert in designing and prototyping cross-device solutions, leveraging market research, user feedback, and business requirements to create scalable and cohesive design systems. Proven ability to collaborate with cross-functional teams to build impactful products, delivering simple and elegant solutions to complex problems.

EXPERIENCE

Senior Product Lead

Lobby4Me AI   📅 01/2024   📍 Remote

- Designed end-to-end user experiences across devices, improving engagement by 25%.
- Led the creation of wireframes, user flows, and high-fidelity mockups to streamline the development of complex UX frameworks.
- Partnered with engineering to ensure seamless translation of designs into code, maintaining design consistency and quality across platforms.
- Developed and maintained detailed UI specifications, design patterns, and guidelines to support scalable UX solutions.

Director of Product

Hypha   📅 09/2022 - 12/2023   📍 Remote

- Spearheaded large-scale design efforts, coordinating cross-functional teams to define and execute on product strategy, improving user engagement by 400%.
- Managed cross-functional design initiatives, ensuring alignment between product strategy and user needs.
- Developed and maintained design documentation, user journeys, and interface patterns to ensure consistent user experiences across all platforms.
- Utilized data and analytics to inform design decisions, driving enhancements that supported business goals.

Product Strategist

Memri AI   📅 02/2022 - 05/2023   📍 Remote

- Defined product strategy for an AI operating system on iOS and Android, enhancing flow state, engagement, and efficiency.
- Led a product research team and gathered insights from target audience members.
- Conducted market research, user research on early prototypes, competitor analysis, and customer surveys.
- Evaluated and delivered feedback from focus groups, surveys, and interviews.
- Integrated consumer testing insights to drive audience growth, brand strategy, and product development.

Principal Product Designer

Circles   📅 01/2017 - 01/2021   📍 Remote

- Designed a decentralized community-first basic income platform, attracting over 100,000 users globally within days of launch.
- Led product vision, storytelling, strategy, design, and execution, managing multiple teams.
- Constructed wireframes, prototypes, and mockups based on user research and testing.
- Guided product managers, developers, and designers to ensure adherence to brand and technical guidelines.
- Pioneered an alternative currency and economy thriving in multiple cities.

EDUCATION

Masters in Interactive Telecommunications
New York University | 2012

Bachelors in Technocultural Studies, Minor in Computer Science
University of CA, Davis, CA | 2009

CERTIFICATIONS

MIT - Building AI Products | 2024

I Love Creatives - Graphic Design | 2020

NNG - UX Certification | 2015

ITP - VR Bootcamp | 2014

STRENGTHS

◆ Innovation and Ideation
Talented in "blue sky" creative thinking, with over a decade of experience rapid prototyping with emerging technologies.

⚑ Product Leadership
Experience building and guiding teams to launch and beyond - defining brand strategy, brand voice, visual strategy, UI/UX, and design systems.

💡 UX Design
Skilled in UX research, testing, iterative design and facilitation. Experienced in design thinking workshops, low and high-fidelity prototyping, and designing across devices.

EXPERIENCE

Product Designer
ConsenSys   📅 09/2016 - 02/2019   📍 New York, NY
- Contributed to the user experience of early stage Web 3 products, including Metamask, which now boasts 30 mill users, Infura, and ConsenSys digital experiences.
- Performed user research and interviews to discern customer needs and preferences, integrating feedback and refining product output.
- Produced product features, working closely with cross-functional teams to articulate product requirements and devise design solutions.
- Co-founded Ethereal Summit, gaining a remarkable 400% growth in attendance within two years.

Creative and Art Director
Ethereal Summit   📅 01/2017 - 11/2018   📍 New York, NY
- Co-founded, launched, grew, and sustained a global event through multiple iterations, growing from 500 to 2500 people, sold out 3x.
- Coordinated art, design, content, speakers, workshops and well-being initiatives.
- Commanded overall creative output, including website and materials.
- Constructed the Ethereal Arts Grant, engaging audiences with thought-provoking, well-produced installation work.
- Organized the "Zen Zone" to supply overstimulated event-goers the opportunity to engage in restorative practices.

Freelance UX Designer
B-reel   📅 06/2016 - 07/2016   📍 New York, NY
- Helped to ideate, wireframe, annotate, and iterate with an incredible team to create MTV Cover of the Month.
- Formulated user experience goals and objectives in alignment with project requirements.
- Produced wireframes, user flows, prototypes, and mockups to illustrate design concepts.
- Analyzed user feedback and performed competitor analysis to guide informed design decisions.

Freelance UX Designer
Bloomberg   📅 10/2015 - 03/2016   📍 New York, NY
- Increased investment platform access by 50% by designing the first mobile-oriented terminal project.
- Formulated user experience goals and objectives in alignment with project requirements.
- Produced wireframes, user flows, prototypes, and mockups to illustrate design concepts.
- Analyzed user feedback and performed competitor analysis to guide informed design decisions.

Freelance UX Designer
Wieden+Kennedy   📅 02/2014 - 02/2015   📍 New York, NY
- Collaborated to create a multi-touch Super Bowl ad with Jeff Bridges for Squarespace, raising tens of thousands of dollars for millions of children through the "No Kid Hungry" campaign.
- Liaised with stakeholders to establish project requirements and objectives.
- Generated wireframes, prototypes, and mockups to visualize design concepts.
- Conducted thorough research on user needs, behaviors, and motivations.
- Created user-centric designs aimed at enhancing the customer experience.

SKILLS

ML/AI   Web3   XR

Design Thinking   A/B Testing

User Research   UX Research

User Journeys   Android   Blockchain

Brand Strategy   Competitor Analysis

Graphic Design   iOS

Market Research   Mockups   P2P

Product Management

Product Roadmaps   Product Strategy

Responsive Web   Team Leadership

User Research   Wireframes

Experience Design   Design Systems

Stakeholder Management

Data Analytics

TOOLS

Adobe Creative Suite   Figma

HTML5/CSS   Principle   Origami

InVision   Google Suite   Atlassian

Office 365   Mixpanel   Dovetail

Trello   Sketch   Slack   JIRA

Keynote   Hotjar   Overflow

User Testing   Axure   Webflow

Framer   Motion   Excel