

SARASWATHI A. SUBBARAMAN

CREATIVE LEAD

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SUMMARY

Strategic creative lead with 10+ years delivering strategy and design across full project lifecycle for 0→1 innovation, AI-first & Web3 applications. Specialized in translating complex socio-technical contexts to deliver consumer-aligned traction. Proven track record aligning project vision with organizational goals to deliver impactful communication and functional, user-centric tools. Experienced in cross-functional collaboration, emerging technologies & accessible design.

EDUCATION

New York University, 2012
Master of Professional Studies,
Interactive Telecommunications Program

University of California, Davis, 2009
Bachelor of Arts, Technocultural Studies

CERTIFICATIONS

Harvard DSI, AI Agents, 2026
MIT, Building AI Products, 2024
I Love Creatives, Graphic Design, 2020
NN/g, User Experience Design, 2016

PROFESSIONAL EXPERIENCE

Independent Consulting – Creative leadership, product strategy, design & growth

AI • Web3 • 0→1 • Advisory • Execution

Consultant

05/2025 – Present
Remote

- Leading strategy, design, and research in collaboration with client teams in emerging sectors.
- Execution across design, prototyping, and go-to-market.
- Delivering growth outcomes: scaling adoption, retention, and revenue.

Lobby4Me AI – Modernizing civics & reducing call times to congress with AI

0→1 • End-to-End • AI Strategy • Civic Tech • NUI

Sr. Design Lead

03/2024 – 03/2025
Part-Time, Remote

- Defined 0→1 creative strategy, integrating generative AI, text-to-speech, & personalization to streamline digital advocacy.
- Designed & implemented responsive design system & mobile-first UI, improving usability, visual consistency, & design-to-dev handoff speed to under 8 weeks.

Hypha – Supporting climate solutions made easy for the everyday person.

0→1 • End-to-End • Creative Leadership • Agile Execution

Head of Design

09/2022 – 02/2024
Full-Time, Remote

- Hired and led cross-functional teams: product managers, UX/UI designers, & engineers using agile methodologies.
- Led full creative lifecycle, defining & executing strategic roadmap aligning business goals & impact metrics, 2x-ing conversion.
- Leveraged usability testing to restructure core contribution flows, boosting user trust by 40% in pilot testing.

Memri AI – A privacy-first, AI-driven productivity app.

0→1 • AI Product Strategy • NLP • UX Design • Data Privacy

AI Product Strategist

02/2022 – 05/2023

Part-Time, Remote

- Defined 0→1 product strategy, designed, prototyped, & validated context-aware user experiences.
- Partnered with engineering to implement scalable knowledge graph infrastructure, optimizing for privacy-first architecture.
- Conducted market analysis, competitive audits & user persona development to inform MVP scope.

Circles – A blockchain-based multi-local local basic income pilot.

0→1 • End-to-End • Mobile-first • Web3 • Leadership

Product Lead

01/2017 – 01/2021

Full-Time, Remote

- Defined tokenomics driving user retention, trust, & growth.
- Led product strategy, design & UX research driving multi-sided platform adoption, directing full product development cycle.
- Led expansion planning & public sector partnerships.
- Recruited & managed engineering & design teams.

Consensys A ethereum-focused start-up incubator.

Systems-thinking • End-to-End • Web3 •

UX Lead

09/2016 – 02/2019

Full-Time

New York, NY

- Managed full-cycle UX improvements of early-stage apps.
- Led user research: surveys, interviews, prototype testing.
- Ran comparative analysis, shared userflows, information architecture, wireframes, designing low to hi-fi prototypes.

Bloomberg – The first mobile native terminal prototype.

UX • Interaction Design • Product Strategy

Freelance UX Lead

10/2015 – 03/2016

Contract

New York, NY

- Developed UX & interaction models aligned with financial product requirements.
- Created wireframes, user flows, & prototypes to support internal stakeholder alignment & iterative design reviews.

SKILLS – ML/AI Strategy • Blockchain • Design Thinking • Visual Design • User Experience Design • Market Research • Competitor Analysis • User Research • Android • iOS • Mockups • P2P • Product Strategy • Product Management • Product Lifecycle Management • Responsive Web • Wireframes • Stakeholder Management • Data Analytics • Agile Methodologies • Product Metrics • AI Product Development • User-Centered Design • UX/UI Leadership • Growth Design • Design Operations (DesignOps) • Innovation Management • Journey Mapping • Scalable Design Systems • Accessible Design • Cross-Functional Collaboration • Interaction Design • KPI-Driven • Conversion Optimization • Prototyping

TOOLS – Figma • Adobe Photoshop • After Effects • XD • Sketch • Framer • Webflow • InVision • Axure • Principle • Origami • HTML5/CSS3/JS (basic) • React (basic) • JIRA • Trello • Asana • Click-up • Notion • Dovetail • Hotjar • Lookback • [UserTesting.com](https://user-testing.com) • Mixpanel • Google Analytics • Amplitude • Airtable • Miro • Slack • Zoom • Microsoft Office • Google Workspace • Keynote