Varun Mehra
Product Designer

Portfolio
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Employment Experience

Swif
Founding Designer | Nov 2022 - Present

- Led 0→1 product design from discovery to launch for a B2B SaaS product—owned information architecture, user flows, UI, and interaction design across core workflows.
- Built and scaled the Swif Design System (components, tokens, documentation) to accelerate delivery and ensure consistency across the product.
- Shipped end-to-end experiences and iterated based on customer feedback; supported product maturity aligned with ~$1M ARR and Seed + Seed Extension funding (YC + private investors).

RoadCast
Design Director & Mentor | Jan 2023 - Present

- Established the design function and operating rhythm (intake, prioritization, design reviews, documentation) to improve cross-functional execution quality and speed.
- Led design for Bolt V2 (B2B SaaS) - modernized workflows and drove strategic growth design across the funnel - onboarding, activation, retention, and feature adoption.
- Led cross-functional alignment on strategy → roadmap → delivery, influencing prioritization and OKRs through stakeholder management, customer insights, and outcome-driven design recommendations.
- Mentored designers and collaborated with product stakeholders to align UX strategy with business goals.

Smartsheet
Product Designer II | Jan 2022 - Sept 2022

- Led high-impact initiatives (Unified Plan & Billing, Admin Center 2.0) within Admin & Commerce - supporting 40k unassisted subscriptions (~$200M+ ARR).
- Improved trial signup UX by simplifying key steps and reducing friction in the onboarding flow improving conversion/activation metric by 10%.
- Designed new key capabilities for Smartsheet DataTable.

TISTA Science & Technology
UX Designer | April 2020 - Dec 2021

- Designed and shipped UCM Nexgen, a unified case management system for (CMS) The Center for Medicare & Medicaid Services.
- Conducted UX research (stakeholder interviews, usability testing) and translated insights into product decisions; delivered an MVP in 5 months.

Infosys Limited
UX Designer | Aug 2019 - March 2020

- Was a part of the Digital Experiences Team.
- Defined features, optimized system architecture, and designed wireframes for Finacle (Core Banking Platform).

CINTRAFOR
UI Designer | Apr 2018 - July 2019

- Designed & developed a new website serving 2000+ active monthly users which included graphics, social media and print publications.

Education

IDEO University
Technical Certificate | April 2022 - June 2022

Diploma in Human Centered Systems Thinking (HCST)

Rhode Island School of Design
Technical Certificate | Oct 2019 - Dec 2019

Diploma in Strategic Design & Technology Management
RISD Strategic Design Program (SDP)

University of Washington
Undergraduate | Sept 2015 - June 2019

Bachelor's of Science in Informatics with specialization in Human Computer Interaction (HCI)

UX Research Experience

Critical Design of Ethics, Tools & Methods in HCI
UX Researcher | March 2019 - June 2019

User Centered Design K-12 Outreach
Research Assistant | March 2017 - June 2017

Tools

Design - Figma, Framer, Sketch
Design Systems - Storybook, Confluence
Product Analytics - Amplitude, Mixpanel, Hotjar
AI - ChatGPT, Claude, Perplexity