Varun Mehra

Product Designer

Portfolio
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Employment Experience

Swif

Founding Designer | Nov 2022 - Present

- Led 0→1 product design from discovery → launch for Swif's B2B SaaS platform, owning product strategy + UX execution (IA, workflows, UI, interaction) across core surfaces.
- Built and scaled the Swif Design System (components, tokens, documentation) to accelerate delivery and ensure consistency across the product.
- Leveraged AI-assisted development workflows (Cursor, LLM tools) to rapidly prototype, validate concepts, and bridge design-to-code collaboration with engineering.
- Drove post-launch iteration using customer, sales, and support signals to prioritize roadmap and improve activation/adoption—supporting growth to $4M ARR and Seed funding (YC + private investors).

Smartsheet

Senior Product Designer | Jan 2022 - Sept 2022

- Led high-impact initiatives (Unified Plan & Billing, Admin Center 2.0) within Admin & Commerce - supporting 40k unassisted subscriptions (~$200M+ ARR).
- Redesigned trial onboarding experience by identifying verification friction and simplifying key activation steps, improving conversion/activation metrics by 10%.
- Designed new key capabilities for Smartsheet DataTable to extend design system.

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.
- Led end-to-end UX design for UCM NexGen, translating workflows and operational challenges into scalable solutions through research, prototyping, and UI delivery.

Infosys Limited

UX Designer | Aug 2019 - March 2020

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

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.

Mentorship

Federation University Australia

Adjunct Design Faculty | Aug 2026 - Present

- Mentor learner teams through end-to-end product design projects, translating real-world business problems into user-centered digital solutions through research, ideation, prototyping, and usability testing.
- Coach teams through agile design processes, structured critique, stakeholder collaboration, and the development of portfolio-ready product outcomes.

RoadCast Advisory/Consultant

Design Director | Jan 2024 - May 2026

- Led product design strategy for Bolt V2, a B2B mobility SaaS platform, modernizing fleet management, safety, compliance, and operational workflows while establishing scalable design processes and influencing the product roadmap.
- Led the product design strategy for Track What Matters (TWM), RoadCast's consumer IoT safety ecosystem across ecommerce and mobile, contributing to projected revenue of $200K.
- Established the design function and operating rhythm (intake, prioritization, reviews, documentation) to improve cross-functional execution quality and speed.

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)

Tools

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