



Hi, I'm Sunit

Head of Product Design based in Singapore.

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VCARD

With 15 years of product design and management experience, I can create design strategy, lead teams, and build products for digital platforms that meet business and user needs.

// DESIGN LEADERSHIP EXPERIENCE

Singapore Press Holdings - Jan 2020 - till now

Head, Product Design (*Promoted*)

- Reporting to the CPO to drive design advocacy across organisation in order to improve digital transformation adoption.
- Developed design processes, culture, and enhancing hiring strategy in order to attract designers with diverse skill sets for future team expansion.
- Led varied design teams and members (squads/tribes) to improve the reader's experience, subscription, personalisation, and product growth through a range of initiatives.

Sr. Manager Product Design (*Promoted*)

- Interviewed, hired, and scaled from 3 to 29 person regional design team in 2 years to empower various product squads to create high-quality, scalable products.
- Build intellectual rigour and improve the skills of designers, researchers, and creative technologists in order to create award-winning products and design solutions and to drive UX in to assist in the development of strategic roadmaps.

Product Design Manager

- Led subscription squad to redesign user experience to address usability issues and improve user signups, resulting in a 9% increase in conversion and a 33% decrease in cart abandonment.
- Conducted workshops with product, editorial, engineering, creative, legal, business, and marketing teams to develop a comprehensive UX strategy and establish roadmaps for several SPH products.

Spuul, Singapore - Feb 2017 - Jan 2020

Design Director

- Hired by the CTO to drive design vision and strategic direction to build Spuul's user experience from the ground up in order to expand into new markets.
- Re-designing Spuul's design system and touch-points, such as its Mobile, Web, and TV platforms, in order to achieve design consistency and a holistic omni-channel customer experience.
- Conducted workshops with senior leadership from multiple markets, including Australia, New Zealand, India, and the MENA region, in order to co-create a product roadmap and drive design strategy.
- Re-designed onboarding and paywall experience to bring clarity to the user's value proposition, leading to a 15% increase in conversions.

// SKILLS

Design Toolkits

Design thinking
Business design
Design sprint and workshops

Design Management

Hiring & attracting talent
Mentoring designers
Stakeholder management

Design Execution

User research
Design systems
Design process & documentation

// EDUCATION

- ♦ MSc in Innovation and Entrepreneurship - **HEC Paris, 2021**
- ♦ UX Management and Research certification - **NN/g Nielsen Norman Group, 2022**
- ♦ BBA (Bachelors of Business Administration) - Shobhit University

// MENTOR EXPERIENCE

- ♦ Design mentor - **DesignLab**
- ♦ Design tutor - **CareerFoundry**

Explore, Bengaluru - Feb 2016 - Jan 2017

Head of Product Design

- Hired by the CEO as a founding team member to build the user experience of the HUD's operating system from the ground up, I explored innovative user interactions including as hand gestures and voice commands for distraction-free driving.
- Conducted user research and contextual inquiry methods to uncover user pain points in order to develop user-relevant solutions and test and iterate different product versions.
- Led to the formation of a product road map, design strategy, and product vision alongside engineers, product owners, and designers in order to develop an enhanced Head-up display for automobiles.
- Showcase product vision, strategy and design demos to various venture capital for fundraising.

// MORE DESIGN EXPERIENCE

2008-2016 / INDIA

CarWale.com (India's largest Online Automotive portal)

Senior Manager - Design (Promoted)

Led a team of 10 UX Designers, Researchers, and Graphic Designers to redesign the car-buying journey to help consumers make the right choices before buying their ideal car.

Product Manager- Mobility

To build India's best car-buying platform, built a strong app development team from 0 to 16 engineers and designers. Mobile vertical has generated more leads and sales than Web + Offline (combined) in less than 1.5 years, ranking No. 1 for Lifestyle apps in Android Play for two years (India).

Snapdeal.com (One of India's largest online eCommerce marketplace)

Lead Designer mobile (Promoted)

Senior Mobile UI designer

Worked closely with Product managers on the mobile website and app for Snapdeal. Evaluated usability and conducted user interviews. Following the redesign of Snapdeal's mobile site, daily orders have increased by 83%. According to Google, we have developed one of the most mobile-optimised eCommerce sites.

Zergo - Acquired by Eagle eye (UK's Design agency)

Assistant Manager Product Design - Mobility

I've designed products for Time of India, Pizza Express, Auto Trader, India Today, The Guardian and Radio One, as well as worked on a number of key projects.

Usability Engineer - Mobility at Kyocera - Acquired by Mindtree (Japanese mobile manufacturer)

Senior Mobile app Designer - Mobility at Y Media Labs (Award winning design agency)


// PUBLIC SPEAKING

- ✦ Panel discussion - **Figma Config, Singapore 2023**
- ✦ Impact of design management - **Savvy UX Summit 2022**
- ✦ Effective Design Ops and Management with - **CuriousCore 2021**
- ✦ Designing Strategies for Startups - **Nextbigwhat 2016**


// PORTFOLIO

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LET'S CONNECT

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