

Saurav Vyas

Senior Product Designer

Senior Product Designer with **8+ years** of experience designing SaaS products, web platforms, and e-commerce experiences. Delivered **50+ digital products** by combining product strategy, UX, and technology to build scalable digital experiences that drive measurable business growth.

ACHIEVEMENTS

- Generated **₹11Lakhs+ revenue within six months** by designing **Raneja FMCG's** packaging, Amazon listings, and digital product experience.
- 15+ product SKUs** were awarded **Amazon's Choice** and **Amazon Bestseller** recognition while improving organic brand visibility and customer retention.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Web Infrastructure & Digital Experience | Server Admin OCT 2023 - PRESENT
MMAds Technologies Pvt. Ltd.

- Redesigned and delivered **50+ digital products**, reducing **delivery timelines by 25%** while improving acquisition, engagement, and conversion across affiliate platforms.
- Modernized digital infrastructure by **securing 30+ malware-affected WordPress platforms**, **optimizing VPS performance by 3x with 99% uptime**, and establishing reliable systems for security and maintenance.

Lead Product Designer | Packaging & Digital Products JAN 2023 - JUNE 2024
ProPackaging Canada

- Led packaging and digital experiences for **35+ FMCG SKUs**, contributing to a **30x revenue increase over 18 months**.
- Redesigned the company's website to improve usability, **lead generation by 15%**, and digital brand consistency for on-page lead generation and to reduce bounce rates.

Freelance Product Designer & Business Consultant (Start Ups and MSMEs) AUG 2018 - PRESENT
Upwork, International & Domestic Clients

- Delivered **50+ digital products** with a **100% Upwork Job Success Score**, enabling startups and MSMEs to build scalable digital experiences.
- Partnered with **30+ founders** to solve product, branding, UX, and technology challenges through strategic design.

CAREER HIGHLIGHTS

- Influenced **₹15 Cr+** in business growth through product design, digital transformation, and customer acquisition initiatives collectively.
- Owned end-to-end product lifecycle from discovery and strategy to launch, GTM, and continuous product improvement.
- Partnered with **30+ founders** across lean teams, balancing product, design, technology, and business priorities to ship impactful solutions.

RECENT PROJECTS

- Skyline Digital-** Built a modern affiliate marketing platform (in CMS) that strengthened their partnerships with **Adobe, Rakuten, Decathlon**, and emerging global brands.
- Studio Gloss Factor-** Crafted a premium digital experience that strengthened credibility and **increased organic inbound leads by 30%** more than the initial projection.
- Pouch Crafters Global-** Redesigned a global packaging platform that **reduced bounce rate to 8%** and **generated \$100K+** in qualified monthly enquiries.

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PORTFOLIO LINK

[behance.net/insanitysaint](https://www.behance.net/insanitysaint)

TECHNICAL SKILLS

- Design**
- Figma, FigJam, Adobe CC
- Research**
- Hotjar, Maze, GA4, Clarity
- Collaboration**
- Jira, Notion, Miro
- Development**
- HTML/CSS, WordPress, Shopify, WooCommerce
- Generative AI**
- Bolt.new, Lovable.dev, v0, Replit, Google Stitch

EDUCATION

N.I.M.S. University, Jaipur
Bachelor of Computer Applications
(2015 - 2018)