

Neel Suman Raj

Lead Product Designer

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SUMMARY

Lead Product Designer with 7+ years of experience driving 0-to-1 product strategy, AI-enabled SaaS experiences, and complex multi-persona platforms across B2B/B2C ecosystems. Promoted from Senior Product Designer to Lead Product Designer at Jasper Colin for driving ecosystem-level product initiatives, defining UX strategy, roadmaps, feature priorities, and scalable design approaches across research SaaS products. I partner with Product leadership, Engineering leaders, CTO/CPO stakeholders, and business teams to transform ambiguous workflows into scalable experiences through systems thinking, interaction design, and human-centered product execution.

EXPERIENCE

Jasper Colin

Lead Product Designer

Senior Product Designer

Noida, India

Jan 2026 – Present

Nov 2024 – Dec 2025

- Lead product design across a multi-portal **B2B/B2C research SaaS ecosystem** serving client, participant, expert, vendor, and admin personas across web and mobile. Own UX strategy, roadmap definition, feature prioritization, and design direction by leveraging competitive analysis, market research, stakeholder insights, and workflow evaluation to identify opportunities, challenge assumptions, and resolve product trade-offs with Product leadership, Engineering leaders, and business stakeholders.
- Led 0-to-1 design of participant and expert products across web and mobile, redesigned the Vendor Portal, and transformed major Client journeys across study setup, recruitment, participant management, collaboration, and AI-assisted research workflows - simplifying complex processes, reducing design inconsistencies, and establishing reusable product patterns across the ecosystem.
- Led the Conference Tool from concept through staging, designing collaborative research experiences for researchers, moderators, participants, and clients across three web portals and two mobile apps. Delivered **80+ product experiences across ~10 personas**, driving two major redesign cycles through internal and external usability validation, successful System Integration Testing (SIT), and User Acceptance Testing (UAT).
- Designed AI-assisted research workflows combining AI guidance, moderator simulation, and human oversight across multiple personas. Defined shared-session states, collaboration patterns, onboarding experiences, and role-based controls while creating high-fidelity interactive prototypes to validate permissions, responsive behaviour, and complex live-session interactions before implementation.
- Built and rolled out the design system from scratch across multiple products and platforms, standardizing reusable components, interaction patterns, documentation, responsive behaviour, and **WCAG AA-aligned** accessibility standards. Led design QA across the ecosystem, identifying and driving resolution of **500+ UI/UX improvements** during SIT/UAT while partnering with Product and Engineering to improve consistency, reduce avoidable rework, and strengthen release readiness.
- Partnered in leading a **10+ designer team**; assigning work, running critiques, approving final designs, coaching junior and senior designers, and providing performance feedback to stakeholders while raising design quality and consistency across modules and device-specific experiences.

Sunbrilo Technologies Pvt. Ltd.

Senior UX/Product Designer

Noida, India

Jul 2024 - Nov 2024

Hired exclusively for deployment at Jasper Colin; joined Jasper Colin directly as Senior Product Designer after four months.

- Delivered UX audits and redesign initiatives across Jasper Colin's participant and expert products, improving workflow consistency, usability, and mobile experiences.
- Redesigned complete mobile experiences for participant and expert applications, key participant web journeys, and responsive Conference Tool experiences while partnering with Product and Engineering teams through implementation validation.
- Translated audit findings into prioritized workflow improvements, interaction enhancements, and high-fidelity prototypes while collaborating with Product and Engineering teams through design reviews, validation, and implementation support.

- Delivered **10+ SaaS and enterprise product initiatives** across agriculture, real estate, healthcare, retail point-of-sale (POS), fleet and construction operations, and SAP learning products, independently owning selected modules and end-to-end UX streams from problem framing through delivery.
- Designed complex platforms including a **Smart Farm ecosystem** for large-scale crop and farm operations and a **15-persona real-estate ecosystem** supporting residential community management, marketplace, communication, and service-provider workflows.
- Synthesized secondary research, business requirements, and complex domain workflows into information architecture, interaction models, prototypes, and high-fidelity UI; created and maintained multiple design systems and partnered with business analysts, Product, and Engineering through implementation. Delivered production-ready solutions across multiple business domains.

- Designed responsive web and mobile learning platforms for Hindi and English medium students across rural India, translating complex education workflows into accessible digital experiences.
- Worked closely with teachers, content writers, research teams, and on-ground teams to translate research inputs and curriculum requirements into clear learning flows, interaction patterns, and responsive digital interfaces.

SKILLS

Product & Strategy: Product Strategy · Product Thinking · UX Strategy · 0-to-1 Product Design · Product Discovery · Systems Thinking · UX Roadmapping · Feature Prioritization · AI Product Design

Research & Architecture: UX Research · Competitive Analysis · Information Architecture · Journey Mapping · User Flows · UX Audits · Usability Testing

Interaction & Systems: Interaction Design · Visual Interface Design · Interactive Prototyping · Design Systems · Responsive Design · Mobile Product Design · Accessibility (WCAG)

Leadership & Delivery: Design Leadership · Design Mentoring · Design Critique · Stakeholder Alignment · Cross-functional Collaboration · User Acceptance Testing (UAT) · Design QA

Domain Exposure: Market Research & Insights · Enterprise SaaS · AI-enabled Products · Real Estate & Community Management · Digital Learning / EdTech · Agriculture · Healthcare · Retail POS & Operational Platforms

Tools & AI-assisted Workflows: Figma · FigJam · Figma Make · Jira · Notion · ChatGPT · Claude

EDUCATION

Birla Institute of Technology, Mesra

2015 - 2019

Bachelor of Engineering (B.E.), Electronics and Communication Engineering

CERTIFICATIONS & ACHIEVEMENTS

Achievements

Spotlight Award - Quarterly Recognition Award for Outstanding Performance, Jasper Colin (2026)

League of Honour - Annual Excellence Award, Jasper Colin (2025)

Certifications

Interaction Design: Dashboards and Visualization - LinkedIn Learning, 2025

UX Research Methods: Interviewing - LinkedIn Learning, 2025

UX Writing - Uxcel, 2024

Motion Design with Figma: Animations, Motion Graphics, UX/UI - Udemy, 2023