

# SURAJ KALE

## PRODUCT DESIGNER

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[LinkedIn](#) | [Medium](#) | [Portfolio](#)

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### – PROFESSIONAL SUMMARY

Product Designer with 2+ years of experience in end-to-end UX design for B2C SaaS products. Proven track record of driving measurable business impact — including a 63% increase in subscriptions and 30% lift in product usage — through user-centered design, research-driven decision making, and cross-functional collaboration. Skilled in design systems, high-fidelity prototyping, and responsive design across web and mobile platforms.

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### – SKILLS

**Design & UX Methods:** Product Design, UX/UI Design, User Research, Usability Testing, Interaction Design, Information Architecture, User Journey Mapping, Wireframing, High-Fidelity Prototyping, Design Systems, Responsive Design, Mobile-First Design

**Tools:** Figma, Framer, Webflow, Adobe Creative Suite, Sketch, Notion, Miro

**Additional:** Japanese (JLPT N3), English, Hindi, Marathi

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### – WORK EXPERIENCE

#### Product Designer & Framer Developer — Freelance

**Self-Employed** · Oct 2025 – Present

- Designing and developing high-performance marketing sites and product landing pages using Framer for startups and early-stage companies
- Creating Framer templates - [Framer profile](#)

#### Lead Product Designer

**Superbolter** **B2C SaaS** · Feb 2024 – Oct 2025

- Led end-to-end UX design as the sole designer, owning the full design lifecycle from user research and concept development through prototyping and developer handoff
- Spearheaded a complete mobile app redesign — rethinking navigation, adding missing feature parity with desktop, and optimizing core user flows — resulting in a 30% increase in product usage and measurably improved user retention
- Redesigned desktop and mobile onboarding experiences using user research insights and usability testing, driving a 20% surge in product engagement
- Overhauled subscription model and implemented strategic feature gating, leading to a 63% increase in subscriptions and significantly improved monetization

- Established and maintained a component-based design system in Figma to ensure visual consistency and accelerate design-to-development workflows

## UX Design Freelancer

**Self-Employed** · Aug 2023 – Feb 2024

- Completed foundational UX training under the mentorship of Bryan Lewis while taking on early freelance engagements
- Developed skills in user-centered design methodology, wireframing, and no-code development (Webflow)

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## – PROJECTS

### User Onboarding Redesign — [View Case Study](#)

Designed a guided onboarding experience teaching users to interact with 3D home design tools, reducing friction and increasing product usage by 20%.

### Subscription Model Overhaul — [View Case Study](#)

Restructured the subscription tiers with a focus on monetisation and user clarity, resulting in a 63% increase in subscription revenue.

### Superbolter Mobile App Redesign — [View Case Study](#)

Executed a full mobile app redesign including UX audit, new user flows, and feature parity with desktop — driving a 30% increase in product usage.

### Rewint — [View Case study](#)

Rewint is a job portal that aims to end a zero sum recruitment game and to build a win-win partnership with Recruiters, Applicants & Loyalty Program Partners by bringing gratifying empathy and lost human touch in the hiring process.

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## – EDUCATION

### UX Mastery Course

GrowthSchool, Bangalore · Apr 2023 – Jan 2024

### Computer Engineering Diploma

Government Polytechnic, Ahmednagar · 2022 – 2023

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## – VOLUNTEERING

### GrowthSchool Design Hackathon 2.0 — 2023

Collaborated in a team of 10 to design and prototype a mentorship platform within a one-week sprint.