

Neel Suman Raj

Lead Product Designer

0-to-1 Product Design · AI-enabled SaaS · Complex Multi-Role Systems

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SUMMARY

7+ years designing digital products across B2B/B2C SaaS, AI-enabled platforms, enterprise systems, and consumer-facing experiences. Progressed from Senior to Lead UI/UX Designer at Jasper Colin, where I now lead new product and large-scale redesign initiatives across a complex multi-portal ecosystem, shaping UX roadmaps and feature priorities with Product, Engineering, and senior business stakeholders. I combine systems thinking with interaction and visual design to turn ambiguous, multi-role workflows into scalable experiences from discovery through validation and implementation.

EXPERIENCE

Jasper Colin

Lead Product Designer

Jan 2026 – Present

Senior Product Designer

Nov 2024 – Dec 2025

- Lead product design across a multi-portal **B2B/B2C research SaaS ecosystem** serving client, participant, expert, vendor, and admin roles across web and mobile. **Established and now own the UX roadmap**, using stakeholder input, competitive analysis, and workflow evaluation to challenge requirements, evaluate alternatives, shape feature priorities, and resolve product and design trade-offs with Product, Engineering, and senior business stakeholders.
- Led 0-to-1 design of the participant and expert products across web and mobile, redesigned the Vendor Portal, and reworked major Client journeys across study setup, recruitment, participant management, collaboration, and AI-assisted research—simplifying workflows, reducing design inconsistencies, and establishing reusable patterns across the ecosystem.
- Led the Conference Tool from concept through staging, completing the initial design in ~2 months across three web portals and two mobile apps, covering **80+ screens across ~10 personas**. Continued ownership through two major redesign cycles, internal and external usability validation, and successful System Integration Testing (SIT) and User Acceptance Testing (UAT).
- Defined coordinated human- and AI-moderated session experiences across multiple roles, balancing AI guidance and AI moderator simulation with human oversight, shared-session states, collaboration, onboarding, and role-based controls. Built high-fidelity interactive Figma prototypes to validate permissions, responsive behavior, and complex live-session interactions before implementation.
- **Built and rolled out the design system from scratch** across the web and mobile ecosystem, standardizing reusable components, interaction patterns, documentation, responsive behavior, and **WCAG AA-aligned** accessibility. Also led design QA across the ecosystem, identifying **500+ UI/UX findings** during SIT/UAT and partnering with Product and Engineering to address them, improve consistency, reduce avoidable engineering rework, and strengthen release readiness.
- Co-lead a **10+ designer team**; assign work, run critiques, approve final designs, coach junior and senior designers, and provide performance input to leadership while raising design quality and consistency across modules and device-specific experiences.

Sunbrilo Technologies Pvt. Ltd.

Senior UI/UX Designer

Jul 2024 – Nov 2024

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

- Conducted UX audits across participant and expert products, then redesigned the complete mobile experiences for both, key participant web journeys, and the responsive Conference Tool experience.
- Translated audit findings into prioritized workflow and interaction changes, creating high-fidelity prototypes and partnering with Product and Engineering through design reviews and implementation validation.

Exalogic Consulting

UX Designer

Nov 2021 – Dec 2023

- Delivered **10+ UX engagements** across SaaS and enterprise digital products spanning 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. Several products reached production.

Schooglink Pvt. Ltd.

UI/UX Designer

Jun 2019 – Oct 2021

- Designed responsive web and mobile learning experiences for Hindi- and English-medium government-school learners across rural markets in five Indian states.
- 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 · UX Strategy · 0-to-1 Product Design · Product Discovery · Systems Thinking · UX Roadmapping · Feature Prioritization · Enterprise SaaS · AI Product Design

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

Interaction & Systems: Interaction Design · Visual 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

EDUCATION

Birla Institute of Technology, Mesra

2015 – 2019

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

CERTIFICATIONS & ACHIEVEMENTS

Achievements

Spotlight Award (Employee of the Month) — Jasper Colin, 2026

League of Honour (Annual recognition) — Jasper Colin, 2025

Certifications

Interaction Design: Dashboards and Visualization — LinkedIn, 2025

UX Research Methods: Interviewing — LinkedIn, 2025

UX Writing — Uxcel, 2024