

Sumit Darji

Product Designer | Bengaluru, India

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EXPERIENCE

Product Designer (Founding) | Black Banana

Feb 2026 – Jul 2026 | Remote

- Drove 50%+ of studio client acquisition by designing an 8-page website end-to-end, converting 13 out of 44 inbound leads at a 29.5% close rate.
- Increased client retention to 48% by designing a real-time project progress and spend tracking dashboard, replacing traditional phone-based status updates.

Product Designer (Founding) | Edverb

Jun 2025 – Jan 2026 | Remote

- Owned end-to-end UI/UX as sole designer for a course aggregator marketplace (20+ screens, 814 courses listed), facilitating INR 57L in transactions across 1,045 purchases in 5 months.
- Designed a course comparison feature that drove 60% of total purchases from 35% of traffic, increasing conversion rate from 1.05% to 2.91% across 61k+ visitors.
- Built a 3-tier design system from scratch (foundations, 15+ components, 12 composite patterns) to streamline developer handoff and ensure component scalability.

UI/UX Design Intern (Promoted from Graphic Designer) | Golden Bird Learning

Jan 2024 – Nov 2024 | Pune, India

- Led design of a JEE exam-prep app (35+ screens) based on 200 student interviews, shifting UX to a gamified progress model (XP, subject metrics, leaderboards) to reduce student anxiety.
- Validated usability with 85–95% unaided task completion across 40–50 beta students, resolving label constraints by embedding context directly into iconography.
- Delivered investor pitch decks, social campaigns, and event collateral as Graphic Designer prior to promotion.

PROJECTS

Battle Pass System | Lila Games

2026

- Designed a 90-day seasonal battle pass featuring 6 core screens, 150 tiers across 3 tracks, a dual-currency economy, and a supporting design system (Assessment cleared; offer declined due to college schedule).

SKILLS & TOOLS

- **Design & Systems:** Figma, FigJam, Framer, Miro, Wireframing, Prototyping, Interaction Design, Responsive Design, Information Architecture, Accessibility (WCAG), Design Systems
- **Research & Analytics:** User Interviews, Usability Testing, Affinity Mapping, Competitive Analysis, Heuristic Evaluation, Funnel Analysis, Product Metrics, Google Analytics
- **AI & Workflows:** Generative AI, Claude Code, MCP, Figma Make, UX Pilot, Developer Handoff

EDUCATION & CERTIFICATIONS

- **B.Tech, Computer Science Engineering** — D.Y. Patil University (2022 – 2026) | Co-Editor, Student Council
- **Google UX Design Professional Certificate** — Google (2025)