Saransh Sinha, Product Designer

Contact

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Portfolio

screenshake.co

LinkedIn

linkedin.com/in/saranshsinha

Location

Amsterdam, The Netherlands

Projects and Employment

Product Designer, H Homerun.co (Jun 2021 - Present)

Enabling small businesses to organize their hiring

`B2B` `SaaS` `HR` `UI/UX` `Brand` `Research` `Strategy`

- At Homerun, I work closely with the Head of Product as the sole Product Designer to iterate on and ship all aspects of our browser based SaaS app.
- Notable launches include an overhaul of our pricing structure and associated self checkout flows (resulting in a 20% bump in MRR); rich calendar events; leading the onboarding design track (~60% faster onboarding)
- More recently; I helped ship a complete visual, brand & navigational redesign of Homerun's web app

Product Designer, MetaLab (Feb 2019 - Apr 2021)

Helping companies design, build, and ship beautiful products

`Agency` `B2B & B2C` `Esports` `Productivity` `Finance` `SaaS` `UI/UX` `Research` `Strategy` `Marketing`

- Worked as a Product Designer at the design agency that designed Slack with various clients across the spectrum, as well as support MetaLab's internal marketing efforts
- Clients – PlayVS (e-sports), Tada (task management), UpStox (India's 2nd largest stock trading platform), Kryo's Eep (consumer health) etc.
- Notably, I was the first employee based in Asia, 12 timezones away from HQ

Product Designer, Flow (Apr 2016 - Jan 2019)

Modern task and project management software for teams

`B2B` `SaaS` `Productivity` `UI/UX` `Brand` `Research` `Strategy`

- Led the redesign of Flow's iOS app to more closely match our brand and philosophy (product hunt - product of the day)
- Redesigned Flow's web presence in preparation for the launch of Flow's updated apps
- Led the iOS redesign of the task creation experience

Skills

User experience design; Interaction design; Visual design; Wire-framing; Product Strategy; Stakeholder management; High Fidelity Prototyping; Background in Front-end dev (HTML/CSS/JS); Illustration; SVG art, design and manipulation with javascript; Fully remote since 2016, hybrid since 2021

Tools

Figma; Sketch; Adobe Creative Suite; Framer; Illustrator; Photoshop; Spline; Principle; Miro; Invision; Abstract

About me

Hi! I'm Saransh (Saa-raa-nsh), and I'm an Amsterdam based designer with an affinity for all things internet, design and startups. I love working in small teams, building stuff for designers & design enthusiasts and I'm always up to learn something new.

I'm a generalist Product Designer with 8+ years of experience, and I've been designing for everything from the iPhone apps to Chrome extensions. Until recently, I'd been working as a Product Designer at MetaLab, where I designed interfaces, prototyped interactions, aided product strategy and user research for startups & industry leaders alongside some of the best designers in the industry.

I currently work as a Product Designer at a design oriented people-first hiring SaaS company called Homerun, where I work on helping small businesses organise their hiring and make a great impression. In my free time, I also work on javascript based generative art under a pseudonymous alias to explore my artistic and creative smart contract interests.