

DIVYANSH SHOURIE

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Product Designer

Product Designer with **4+ years** of experience building and scaling digital products from 0 → growth. Previously Founding Designer at an **Accel-backed** startup, leading product design, UX, and early-stage strategy. Experienced in shipping user-centric products, building systems, and working closely with founders and engineers in fast-moving environments.

Professional Experience

Stride (CentralApp)

Jul 2025 - Current

Product Design Lead

- Sole designer for a live SaaS platform serving **3,000+** businesses and **10M+ annual visitors** across Europe.
- Rebuilt onboarding into self-service, removing the human bottleneck on market entry. Markets went **2 → 6** in the same period
- Designed for mobile-first, non-technical users across three languages, shipping in parts on a live product
- Owned dashboard experience from wireframes to final UI; the onboarding became the model for other flows
- Built and scaled the design system across product and web with a 3-person engineering team
- Led the website redesign: structure, responsiveness, and visual system

Creatr

Sep 2023 - May 2025

Founding Designer → Head of Product

- Led end-to-end product design for an AI website builder, from concept to launch and iteration
- Collaborated with founders and engineers to define product direction, UX, and roadmap
- Scaled product to **15,000+ users** and contributed to early revenue generation (~\$15K in first month)
- Designed and launched a Figma plugin ecosystem, reaching **25,000+ users**
- Improved **engagement by 30%** through iterative design using product analytics (PostHog)
- Reduced onboarding friction and improved activation by redesigning key user flows
- Built and maintained scalable design systems to support rapid product development

D.O.B.T.H.O.

Jul 2023 - Sep 2023

Product & Brand Designer

- Led end-to-end design across product and brand, aligning user experience with business goals
- Collaborated with **10+ clients** to improve product UI and usability, driving a **30% increase** in engagement
- Reduced **average call time by 25%** by identifying UX friction through user research and redesigning key flows

Freelance

Nov 2022 - Jul 2023

Product Designer

- Delivered **20+ product** design projects across blockchain, rent management, education, e-commerce, and other industries.
- Designed end-to-end user experiences, from wireframes to high-fidelity interfaces
- Improved usability and engagement through iterative design and user feedback

The Brand Fuzz

Mar 2022 - Sep 2022

Visual Designer

- Early experience in visual and brand design for startups
- Improved usability and engagement through iterative design and user feedback

Core Competencies

Product Design

UX Design, Interaction Design, Design Systems, User Research, Prototyping

Growth & Analytics

PostHog, Mixpanel, Hotjar, Apollo, Hootsuite A/B Testing

Tools

Figma, Framer, Spline, Miro, Notion, Linear, Adobe Illustrator, Photoshop, Premiere Pro, Lovable

Education

Bachelor's in Technology (B.Tech) in Mechatronics

Aug 2018 - Jul 2022

Guru Gobind Singh Indraprastha University • GPA - 8.2/10

Achievements and Personal Projects

Forbes 30 under 30 - Jan'21 edition

Jun 2019 - Dec 2020

Segura - A Luggage management platform for students

Created a community of 10,000+ students on Discord

Mar 2021 - Oct 2021

Mentorr - A community to get guidance from exam toppers