



Employment

Product Designer at Outskill

Sep 2024 - Present

- Owned the zero-to-one design of two AI products simultaneously. Emily and Multi, covering research, information architecture, UI systems, landing pages, and monetisation flows.
- Emily's experience drove a 66% same-session activation rate and with the product generating 6-figure monthly revenue entirely through organic channels. Multi reached 73K users and 14K MAU, sustaining growth without a structural redesign.
- Established research as a first step before either product was designed, reducing assumptions and avoiding the pivot cycles that typically follow assumption-led design

Product Designer at GrowthSchool

July 2023 - Aug 2024

- Owned the payments design mandate, working within tight engineering constraints across both INR and USD flows.
 - Designed a USD-specific payment experience for non-Indian customers, eliminating LMS access delays. Generated 123 sales in 30 days post-launch.
- LMS: Subscription Model Redesign
- Handled end-to-end design of a core product pivot, from individual course purchases to a tiered membership model with bundled learning tracks
 - Shipped the first version in 2 weeks, collaborating cross-functionally with Program and Engineering teams at high velocity.
 - Improved conversion from 3–4% (single-course) to 7–8% under the new model
 - Contributed to revenue scaling to ₹2–2.5Cr/month (Apr–Jun 2024), making it one of the highest-performing experiments of the year

Learner Dashboard Redesign:

- Redesigned the post-subscription dashboard UX to surface tier-relevant content and reduce overwhelm after the membership launch
- Focused on surfacing progress signals over content volume, helping users feel momentum, not paralysis
- Resulted in a measurable drop in "can't find courses" support tickets, validated by the Customer Support team
- Improved engagement metrics and reduced friction across key touchpoints, supporting the subscription model's retention goals

Education

University of Allahabad

Jul 2019 – Aug 2022

Bachelor of Commerce - BCom, Accounting

Grade: 87.2%

Central Academy Schools

2018 – 2019

Grade: 80.5%

Contacts

Portfolio

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Skills

- Customer Experience Design
- Cursor/AI-assisted coding
- Visual Design
- Developers Handoff
- Design Systems

Tools & Tech

