

Harish Vithanala

Product Designer | 0→1 Builder | B2C & B2B SaaS

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Professional Summary

Senior product designer, six years in. I've worked almost exclusively as a 0→1 design lead: no existing playbook, just founders and engineers who needed someone to define the product direction and ship it. The products I've built are used by 550,000+ people. Monthly collections went from ₹43L to ₹7–8Cr, payment success from 72% to 82%. I prototype in code with Cursor and Claude, so ideas are tested before they're built.

Experience

Founding Product Designer | Proficonlabs

Sep 2024 – Present ♦ Hyderabad

ORRA Fine Jewellery - Digital Savings Scheme Platform

- Owned product, design and research for a 0→1 savings platform across 90+ stores; **grew monthly digital collections to ₹7–8Cr.**
- Raised payment success from 71.9% to 82%** by making the case to finance for a new payment gateway and negotiating volume-tiered pricing, recovering roughly **870 payments a month** that were previously failing.
- Redesigned the referral reward to pay only on scheme completion, **lifting referral-to-enrolment conversion from 4.1% to 45.2%**; drove **2,511 enrolments**, about a third of all scheme sign-ups in that period.
- Cut support escalations from **12–15 to 1–2 a week** and data-sync resolution from **2–3 days to under 2 minutes** with a self-serve refresh tool on the staff dashboard.

PassbookApp - Multi-Tenant Gold Scheme Management Platform

- Designed the platform end-to-end from idea to live - enrolments, payments, passbook tracking, and prospect management **adopted across 30+ jeweller stores serving 50,000+ active scheme members.**
- Improved on-time collections 30–40%** via UPI Autopay and contextual nudges at 3-day, 1-day, and day-of intervals, directly reducing manual chasing for store staff
- Reduced manual operational effort 60%** via digitised workflows, automated KYC / PMLA compliance and a centralised admin dashboard with real-time visibility across all stores.

Simplo.ai – AI-Powered Business OS for SMBs

- Led product and UX design for a horizontal SMB tool with 9+ business tools that SMBs use to run and grow their operations, across web and a native mobile app.
- Shipped an AI website generator that builds a fully **SEO-ready business site in under 3 minutes** from a single prompt **compressing time-to-online from a typical 2-week agency turnaround to same-day**

Product Designer | Letsmobility

Nov 2023 – Aug 2024 ♦ Hyderabad

- Designed the end-to-end user experience for a Shark Tank India–backed digital **gold savings platform (Plus Gold)** with **350,000+ users across a 1,000+ partner-store network, \$1.2M+ in funding**. Owning journeys from onboarding through savings, withdrawal, and rewards.
- **Grew user adoption 10%** and improved retention through gamified gold-contest experiences and rewards-driven engagement.
- **Reduced KYC onboarding drop-off 22%** by compressing a 7-step flow to 4 steps with progress-state persistence, letting users resume across sessions without re-entering data.

UX Designer | Isthara

Jan 2021 – Oct 2023 ♦ Hyderabad

- **Cut time-to-order 20% through pre-ordering**, live tracking, and queue-skip flows **reducing average checkout time from 4.2 to 3.2min**, validated through usability sessions across 8 pilot food courts.
- Led UX across a co-living and co-dining super-app - 24,000+ beds and 50+ food courts across 8 cities, covering the full product surface: consumer app, POS, Kiosk, admin, and vendor management.
- Designed POS and vendor tools replacing a WhatsApp + spreadsheet workflow - real-time sales tracking, menu updates, and payouts across 50+ locations, **saving ~45 min per vendor daily**.

UX Designer | Letsmobility

July 2020 – Dec 2020 ♦ Hyderabad

- Redesigned Livet's owner dashboards for a co-living and hostel-management platform, room allocation, and payment tracking.

Core Skills

Product & UX Design: Product design, product discovery, MVP definition, user-centered design, UX strategy, interaction design, UI / visual design, wireframing, prototyping, information architecture, design systems & component libraries, responsive and mobile (iOS / Android) design

Research: User interviews, usability testing, A/B testing, journey mapping, personas, jobs-to-be-done, heuristic evaluation, feedback synthesis, PRD / BRD documentation

Collaboration & Leadership: Cross-functional collaboration, founder / CTO & PM partnership, stakeholder management, design critiques, design QA, design mentorship

Tools & Technical: Figma, FigJam, Cursor, Claude, HTML / CSS, Flutter, AI-assisted prototyping, design-to-development workflows

Education

Bachelor of Technology (B.Tech), Computer Science & Engineering

Malla Reddy College of Engineering and Technology