

Sharan Adla

Product designer building with AI · 0→1, from MVP to scale · 12+ yrs across startups, government & B2B SaaS · Product & Design strategy · Built processes, hired, mentored, and led design teams.

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STACK

Toolkit Figma, Claude Code, HTML / CSS, Supabase, SwiftUI / Xcode.

Discovery + Research Customer interviews, competitive analysis, usability testing (moderated + unmoderated), card sorting, tree testing, journey mapping; Maze, UseBerry, Optimal Workshop

Strategy & Leadership Design practice building, research-led product strategy, zero-to-one product design, hiring, mentoring, stakeholder alignment, cross-functional decision-making

EXPERIENCE

Independent • *Product designer building with AI*

Feb 2026 – Present

Foodspots - Share & Save Restaurants (iOS · SwiftUI · Supabase · Claude Code)

- An iOS app that saves restaurants from Instagram reels — share a reel, the pipeline extracts the restaurant using Apify + OpenAI + Google Places API and saves it to the app and positions the place on a map, all under 30 seconds, eliminating the friction of manually saving & searching places in saved collections on Instagram. Yet to be launched on AppStore.

Resume Builder CLI (Python · LaTeX · Claude Code)

- A CLI that pulls career history documented on Notion, reads a job posting, writes a tailored resume, seeks review, and compiles to an ATS-friendly PDF. Built as a four-agent pipeline. Each agent runs off its own written spec — inputs, output contract, rules it can't break, like never inventing a metric or failing silently.

Kosha - Personal Expense Tracker (iOS · SwiftUI · SwiftData · Claude Code)

- Building a personal expense tracker — transaction entry, auto-categorisation, and a full analysis screen with charts and category breakdowns to help visualise spending patterns and trends. Built to fully work offline, with no login required. Yet to be launched on AppStore.

PitCrew • *Product Design Consultant*

June 2025 – Dec 2025

- Researched the competitive landscape across multiple industries to help the team identify the right market, lock in a target user, and define a clear product direction.
- Co-ran customer discovery sessions with a founder — interviewed potential users about their workflows, tooling, team structure, and AI adoption; documented insights that directly informed product decisions.
- Built early concepts that shaped the team's thinking on the problem space; these were used to gather feedback from potential customers, industry experts, and the broader community — and to present the vision to investors.
- Designed and iterated on core product experiences using AI-assisted tools, moving beyond traditional design workflows to build and validate ideas faster.
- Developed a practical understanding of how LLMs work through close collaboration with the tech team, which allowed me to contribute meaningfully to product decisions beyond the design scope.

Artworkflow (Bizongo → acquired by Esko) • *Product Design Manager*

Apr 2021 – Apr 2025

- Joined as a founding designer and stayed through its acquisition by Esko — owning product and design decisions across the platform's most critical bets: a flexible workflow engine, a digital asset manager, and an AI-assisted compliance tool.
- Consistently pushed back on reactive build culture — introduced research as standard practice, made designer sign-off a requirement before anything shipped, and kept design at the decision-making table at every stage of the product cycle.
- Built and led the design team through the product's most ambitious phase — hired, mentored, and developed designers who went from needing close guidance to independently running customer research and owning projects end to end.
- Four years. One product, from under 10 customers to acquisition. The workflow engine, proofing tool, and asset

manager built in that time now save customer teams \$600K annually — with 40% faster turnarounds and 67% less time spent in review.

Lollypop UX/UI Studio • Associate Senior UX Designer

Feb 2019 – Apr 2021

- Sole designer embedded full-time at EkStep — Nandan Nilekani's non-profit building DIKSHA, a Govt. of India education platform. Did the work most agency designers don't: field research at schools, guerrilla usability studies with students and teachers, evidence-first iteration.
- Redesigned the first-time user experience on a platform with 15k–25k daily installs — traced every drop-off back to its root cause and fixed it. Permission-related exits fell below 5%. A screen merge took QR drop-off from 20% to zero. Content play drop-off halved.
- Improved how students found textbook content and how teachers discovered and completed courses — both were broken in different ways. Research revealed the actual behaviour; the fixes came from that, not from a brief.
- Co-initiated PopShare — a weekly all-hands session where anyone could speak on anything: work, life, ideas, experiences. Still running, still shaping the culture.

Hitachi Consulting • Sr. Consultant, UX

Mar 2017 – Jan 2019

- Started as the marketing team's designer — took on side collaborations across internal teams, created an opportunity to move into UX, and spent the latter part helping sales teams build POCs, designing tools to automate ops, and improving how employees worked day to day.
- Operated in a space where design had no culture, no process, and no brief — built my own way of working from scratch and figured out what good looked like without anyone to model it from.

Prolifics Corp Ltd. • Interaction Designer

Dec 2015 – Sept 2016

- Only designer in the company — designed intranet applications across multiple functions to improve employee productivity.
- Owned design and frontend development (HTML, CSS, JS) end to end across all projects.

National Informatics Centre (NIC) • Web/UI Designer

Sept 2013 – Oct 2015

- Owned design, front-end, and user research on a cross-platform, offline-first health monitoring system for the Government of Andhra Pradesh — one of two people building it, working directly with the IAS Commissioner of Health to translate policy into product.
- Designed for users who had never touched a tablet, in areas with no reliable internet — prioritised clarity, error recovery, and trust at every touchpoint; ran adoption workshops across almost every district in AP and Telangana to close the gap between the product and the people using it.

EDUCATION

BTech in Computer Science & Engineering

2008 – 2013

MVGR College of Engineering

CERTIFICATIONS

Basic Food Preparation

Apr – Jun 2025

City & Guilds / Slurp Culinary Academy

Design System Bootcamp

Nov – Dec 2022

Memorisely

Certified Usability Analyst

Jul – Aug 2018

Human Factors International