SUHRUTH SIMHA

SENIOR PRODUCT DESIGNER & DESIGN LEAD

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Bengaluru · open to remote

I'm a human-first designer with nearly 8 years of diverse experience. I had an unconventional start in in-store sales and event management, which deepened my understanding of the human side of design.

Since then I've worked at varied companies, building user-first experiences across platforms and efficient teams to scale the product.

I take products from 0 to 1 and scale them, across retail analytics, fintech, healthcare and streaming. Looking for senior product designer (IC) or design lead roles.

EXPERIENCE

DESIGNER & BRAND LEAD

Capitalmind
Bengaluru
Jul 2024 – Sep 2026
Consultant from Jul 2026

- Led the branding and website project for **Capitalmind Mutual Fund**, briefing and directing an external agency on the launch identity. The first fund crossed **₹100 Cr in AUM within 35 days** of launch.
- Designed and built both fund landing pages in **two months**, from Figma to production code with Claude Code and no engineering hand-off.
- Designed marketing creatives across social media, YouTube, podcasts and pitch decks, and templated every recurring format so the marketing team could publish on-brand work every week without waiting on design.
- Art-directed **30+ YouTube videos and podcast episodes** for Capitalmind Financial Services on set, framing each setup, then ran post-production and edited them.

PRODUCT DESIGN CONSULTANT

Independent
Aug 2026

- Audited the redaction workspace of a digital-evidence platform used by **400+ US law-enforcement agencies** in two weeks, working solo with Claude Code as my junior designer to produce the screens. Found **12 usability issues** (3 critical) and designed 14 fixes across 26 screens.

FOUNDING DESIGNER → DESIGN LEAD

GeoIQ
Acquired by Lenskart
Bengaluru
Jan 2023 – Apr 2024

- Designed a self-serve growth journey for **RetailIQ**, GeoIQ's tool that helps retail chains decide where to open their next store. It brought in two major retail brands and **$100K ARR within 8 months** of launch through product-led growth.
- Led a full redesign of the company website, lifting user engagement by **20%** and conversion by **15%**.
- Redesigned RetailIQ's onboarding from four screens to two, raising first-touch completion from **14% to 90%** and cutting time to finish from **112s to 48s**.
- As the first in-house designer, scaled the design team to **four graphic and product designers**. One of them took over as design lead when I left.
- Directed the 2023 rebrand that repositioned GeoIQ from a map-data vendor to a data-intelligence company for retail.
- Reimagined RetailIQ with PMs and founders using Microsoft Clarity heatmaps, which shaped most of its design calls, including onboarding and the site report. Built the design system with engineering.

EXPERIENCE, CONTINUED

EXPERIENCE DESIGNER

HumanX
Mumbai, then remote
Feb 2021 – Oct 2022
Product design agency

- Led the design of **Healow**, a self-check-in kiosk for eClinicalWorks, an EHR company serving **180,000+ physicians**. Took it from a legacy interface to a modern UI built around the patient; it shipped inside their EHR suite.
- Built **Contxt**, a co-browsing SaaS, from **0 to 1** with a design intern, including a consent model that let agents see or control a customer's browser only after the customer agreed.
- Took **Multiply**, a regional-language financial-literacy app, from **0 to 1** with a senior designer. We proposed most features from our own research: life-stage guides, card lessons, a jargon dictionary, quizzes and calculators.
- IC designer on design systems for two streaming apps that work with a TV remote as well as a thumb: **Gigaplay** (500K+ Android downloads) and **Pantaya** (1M paying subscribers).
- Also designed for SBI Mutual Fund, Informa, Coordinated Behavioral Care and Pearson Quick Author.

EARLY DESIGN WORK

Bengaluru
2018 – 2020

Eureka Thinklabs, visual communication designer, Jan – Jul 2020. Illustrated learner's manuals and science kits for nearly 300 schools across 23 states, and evolved the brand style guide.

Freelance designer, Sep – Dec 2019. Brand identities and print for local brands such as Forgotten Foods, Flash and Srinitha Language Academy.

Cartoon Mango, graphic designer, Nov 2018 – Aug 2019. Product illustration and branding work.

1to12, freelance illustrator, Sep – Nov 2018. **Basement**, graphic design intern, Feb – Apr 2018.

SELECTED WORK

RETAILIQ
GeoIQ · 2023–24
Redesigned onboarding and a self-serve journey so a data product could sell without a demo. **Case study →**

FUND LANDING PAGES
Capitalmind · 2025–26
Designed and coded two fund launch pages with Claude Code. **Case study →**

REDACTION TOOL
Consulting · 2026
Two-week usability audit and redesign of a video-redaction tool. **Case study →**

HEALOW KIOSK
eClinicalWorks · 2021–22
A legacy check-in kiosk rebuilt around what patients worry about. **Case study →**

EDUCATION

B.COM — Kuvempu University

SKILLS

DISCIPLINES
- Design leadership
- Product design
- Design systems
- Interaction design
- Art direction & identity
- Illustration
- Marketing & video

TOOLS
- Figma, FigJam
- Framer, Webflow
- Adobe Creative Cloud
- Procreate, Canva
- Claude Code, Astro, React
- Microsoft Clarity
- Notion, Linear, Miro

DOMAINS
- Retail analytics
- Fintech
- Healthcare
- OTT
- Edtech
- Public safety SaaS