Srikant Mehra

Product Designer | Portfolio: heyshri.in

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SUMMARY

Product designer with four years of experience, mostly in B2B SaaS. I make complex workflows simple enough for busy teams to use. At iDesign.Market I led the design team, owned the core modules from research to release and cut client onboarding time by **60%**. Now Design Lead at FitFare, working closely with founders and engineering.

EXPERIENCE

Design Lead, FitFare — Apr 2026 – Present

Pay-per-session fitness platform: a member app for booking any gym or class, and a partner portal for studios.

- Own product design for both sides of the platform: the member app, and the studio portal on phone, tablet and web.
- Shaped the member journey from discovery to check-in, so the pay-per-session model is clear before anyone pays.
- Designed the credits wallet so members can use or share prepaid credits instead of losing them when they expire.

Lead Product Designer, iDesign.Market — Nov 2022 – Apr 2026

B2B SaaS that architecture and interior firms run their projects on. Led the design team, working with the founders.

- Cut average client onboarding time by **60%** by redesigning how new clients move onto the platform.
- Rebuilt purchasing so firms can check every order against the project budget before it goes out.
- Rebuilt document management so anyone can see which drawing is current and who it is waiting on.
- Made the product configurable, so a new firm could be set up without custom development.
- Brought the product onto one design system, so it stayed consistent as it grew.
- Planned each release from research with the firms using it, and settled edge cases with engineering early.

UI/UX Design Intern, TutorBin — Jun 2022 – Oct 2022

- Raised retention on the referral flow by **50%** after tracing where users dropped out and redesigning those steps.
- Reworked the main interface with marketing, sales and SEO, which increased session depth.

Product Design Intern, iDesign.Market — Nov 2021 – May 2022

- Ran usability sessions with **100+ users** and turned the findings into the IA and core flows of a new product line.

PROJECTS

- **iDesign.Market website** (2026). Audited the marketing site, rewrote its positioning and redesigned all 12 pages, with a coded prototype. Not launched.
- **EazyDiner Elite** (2024, reworked 2026). A 27-step credit card application with identity checks inside a restaurant app, designed solo in two days; six problems fixed in 2026.
- **Evolve** (2022, reworked 2026). Mentorship app for gamers, built on a survey of 24 players; core screens redesigned in 2026.
- **Side projects**. I design and code my own Mac apps and tools in Swift, SwiftUI and React.

SKILLS

Design: User research and testing, information architecture, interaction design, prototyping, UI design, design systems

Tools: Figma, FigJam, ProtoPie, Framer, Miro, Whimsical, Maze, Microsoft Clarity, Notion

Code: HTML, CSS, JavaScript, React, Swift, SwiftUI

EDUCATION

B.Tech, Computer Science, Delhi Technical Campus, Haryana — 2015 – 2019