Shruti Sadani

Product Design and Strategy Lead with 12+ years across enterprise B2B platforms and 0→1 consumer products. Led platform revamps and MVP launches, defined success metrics and partnered with Business/Engineering to drive adoption. Hands-on design leader who mentors designers and facilitates innovation workshops to align stakeholders on scope, trade-offs, and success metrics.

www.designwith-shruti.com
sadani.shruti@gmail.com
IN / +91 99406 91564

SKILLS:
Product Strategy, MVP scoping, Prioritization (RICE/ DVF) & KPI definition, Sprint planning with cross-functional leadership (engineering, design, business), Hands on Research/Ethnography, Interaction Design and Usability TestingTesting

---

EXPERIENCE

Product Design Lead — Feb 2020 - Present
Boston Consulting Group, Gurgaon

- Led 0→1 delivery of India's first IBS management platform for a major pharma client, reaching 20,000+ patients in Y1. Owned the MVP scope, core feature definition; partnered cross-functionally and ran iterative usability/validation sprints to improve adherence and engagement.

- Defined GenAI enablement strategy (use cases, risks, KPIs) for a large CDMO; built a business case indicating ~18% estimated productivity/cost avoidance. Reimagined end to end workflows and designed GenAI-enabled solutions to shorten cycle times and inform a faster path to market

- Scaled a groundbreaking teacher-empowerment application to 200,000+ DAU by defining and executing a mandatory product integration strategy that leveraged existing ecosystem dependencies ensuring organic growth and setting a world record for large-scale data implementation

- Defined the Product Strategy for Indonesia's first 0→1 wellness app; Partnered with Eng/Design/Business to ship releases; contributing to a growth of 500K+ users. Established success metrics (activation, repeat usage) and iterated designs using research

- Mentored designers and guided cross-functional teams through structured critiques and design reviews, aligning on product requirements, trade-offs, and design across multiple concurrent initiatives

Asst. Manager UX Design — Apr 2017 - Jan 2020
CitiusTech Healthcare Technology, Mumbai

- Led enterprise platform redesign (Cath PCI – GE Healthcare) to improve data entry efficiency and discrete data capture. Aligned clinical, admin, and business stakeholders on design rationale, enabling actionable insights and driving a 16% increase in new active users.

- Revamping Finthrive's Patient Access Solutions to improve net patient revenue by addressing claim denials, reducing unclean claims, ensuring compliance and decreasing registration error rates. Supported client stakeholders through design rationale, walkthroughs and tradeoff discussions in complex B2B contexts

- Led the revamp of the PPD clinical trial B2B application, streamlining trial management, patient engagement and data accuracy. This enabled increased patient compliance and data quality

   Skills: Product Strategy, UX, Cross functional Teaming, Client Management

UX Strategy Consultant — Jul 2016 - Jan 2017
Indian Startup Ecosystem

- Developing a lean product strategy, defining core features, structuring information architecture (IA), and creating MVP wireframes (Fitness and task management app) for 0 -1 products.

   Skills: Interaction Design, Information Architecture, Prototyping, Stakeholder Management

Senior Strategist — Jan 2015 - Mar 2016
Asia Digital Mojo, Hong Kong

- Collaborated with European and US companies to expand their digital footprint in the Hong Kong market. Participated in user research on Chinese user behaviors and digital trends to guide product design and wireframing towards MVP

   Skills: Product Strategy, Primary Research, Interaction Design, Information Architecture

Brand Partner, Experience Design — Apr 2013 - Aug 2013
Vyas Giannetti Creative, Bangalore

Art Director — Apr 2009 - Apr 2013
DDB Worldwide Communications, Bangalore

EDUCATION

Sep 2013 - 2014
MDes. DESIGN STRATEGIES
The Hong Kong Polytechnic University
Distinction - GPA - 3.87/4

Sep 2006 - 2009
BSc. VISUAL COMMUNICATIONS
University Of Madras
GPA - 3.0/4

CERTIFICATION

- [2022] Human Factors International (HFI): Certified Usability Analyst
- [2025] Reforge: Mastering Product Management

AWARDS

2025 Published a research report for the Asian Development Bank on higher education reform; focused on challenges & recommendations in Uttarakhand

2024 Healthcare IP (BCG) - Recognised and awarded for three consecutive years of design excellence in developing innovative healthcare product IP for clients

2024 AP Centurion Award: Systematic transformation of school education program that led ~400K students coming out of learning poverty

2023 PopTech, Miami - Tech Digital Advantage (BCG) Nominated and awarded for Design excellence in APAC

2018 Project and Delivery Excellence (CitiusTech Healthcare Innovation) Nominated and awarded for excellence in Project Delivery and Client Management as part of UX Consultancy

2015 Design Ed Asia Conference - Written and presented an educational research paper "Co-creation of Design Education.." for the Business Of Design Week

2012 Young Achievers Award, The Advertising Club Bangalore - National Awards for excellence in Communication and Media

2012 Silver Collateral Design
2012 Silver Package Design
The Advertising Club Bangalore

2010 International Young Cannes Award Cannes International Adv. Festival, France Awarded and Represented India to take part in the Young Lions Creative Competition and Conference at Cannes