

# Shruti Sadani

Product Design and Strategy Lead with 12+ years experience in both B2B and B2C build. I thrive on taking ventures from 0→1, leading teams to balance bold ideas with focused execution within aggressive 8–12 week sprint timelines. I own the end-to-end UX delivery—from discovery, defining product metrics, interaction design to validation and shipped outcomes—partnering closely with engineering and business stakeholders. A hands-on design leader who mentors teams, facilitates innovation workshops to align stakeholders and moves fluidly between strategy and execution.

[www.designwith-shruti.com](http://www.designwith-shruti.com)

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## SKILLS:

Value Proposition, MVP Scoping, Prioritization (RICE/DVF), KPI Definition, Ethnography, Interaction Design, Usability Testing, C-suite Alignment, Sprint Planning with cross-functional leadership (Eng/Design/Business), Innovation Workshops

## EXPERIENCE

**Product Design Manager** Feb 2020 - Present  
**Boston Consulting Group, Gurgaon**

- **Led 0→1 build of India's first IBS management platform** for a major pharma client, reaching 20,000+ patients in Y1. Defined the MVP scope, core features and used iterative usability testing to refine designs—boosting patient activation and plan adherence
- 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. End-to-end UX delivery—from initial research and interaction design—constantly iterating based on user feedback to make targeted design changes that improve engagement and conversion
- **Mentored designers and guided cross-functional teams** through structured critiques, 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 (B2B) 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

**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