

Ashish Ranjan

Product Design Lead | AI & Consumer Products

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PROFILE

Product Design Leader with ~8 years of experience building and scaling high-impact consumer and AI-driven products from 0→1 and beyond. Specializes in designing behaviorally intelligent systems that align user needs with business outcomes.

Proven track record of leading end-to-end product design, building scalable design systems, and crafting intuitive AI experiences that drive adoption, retention, and revenue efficiency. Known for operating at the intersection of design, product strategy, and user psychology to create products that seamlessly integrate into users' daily lives.

PROFESSIONAL EXPERIENCE

Product Designer

Equal AI Assistant | Hyderabad

June 2025 – Present

- Leading end-to-end design for an AI-first assistant product, shaping core interaction models, system behaviors, and user trust frameworks across mobile platforms.
 - Designed behaviorally intelligent UX systems using familiarity-driven patterns and ethical growth levers to drive adoption and habit formation, contributing to rapid scale from 0 → 200K+ DAU within 5 months.
 - Applied user psychology and engagement frameworks to align user intent with business outcomes, improving activation, retention, and daily usage.
 - Drove design-led efficiency improvements by optimizing engagement loops and system interactions, reducing cost per active user per day from ₹45.7 → ₹7.6 (~83% reduction).
 - Built and scaled a robust design system with reusable patterns, tokens, and interaction standards to accelerate product development and consistency.
 - Translated complex AI workflows into intuitive, human-centered experiences, enabling users to understand and control AI behavior with clarity.
 - Partnered closely with product, engineering, and leadership to define product strategy and ship high-quality experiences at speed.
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Design Lead

Meesho | Bangalore

March 2024 – June 2025

- Led design for high-scale consumer experiences, improving information architecture and interaction patterns across the platform.
- Redesigned homepage and discovery flows, significantly improving engagement and conversion through clarity-driven UX.
- Built and scaled a dynamic design system enabling rapid experimentation and cross-platform consistency.
- Led design strategy for Mega Blockbuster Sale (MBS), contributing to record-breaking engagement and revenue performance.
- Used behavioral insights and data (CTR, NMV) to drive product decisions and iterative improvements.
- Mentored designers and fostered a high-ownership, impact-driven design culture.

Awards & Recognition

- Lightspeed Award – Fast, high-impact execution
 - Extreme Ownership Award – Led multiple end-to-end initiatives
 - MBS Success Recognition – On-App Design Lead for record-breaking sale
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Senior Designer

Noon | Dubai

Dec 2022 – March 2024

- Led the design and launch of AR-powered product experiences, enhancing customer interaction and engagement.
 - Designed scalable UX solutions for high-traffic e-commerce systems.
 - Applied data-driven design and user insights to improve usability and conversion.
 - Mentored designers and contributed to platform-level UX strategy.
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Senior Designer

Myntra | Bangalore

Sept 2021 – Dec 2022

- Designed high-impact homepage and discovery experiences for major campaigns.
 - Created motion-driven and interactive UI systems to improve engagement.
 - Translated business goals into compelling, scalable user experiences.
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Motion Designer

Noise | Gurgaon

Apr 2020 – Sept 2021

- Built motion systems and UI animations to enhance product storytelling and engagement.
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Graphic Designer

Consilio Graphix | New Delhi

May 2018 – Apr 2020

- Led a multidisciplinary design team delivering end-to-end digital and brand solutions.
 - Established design processes to improve speed, quality, and consistency.
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EDUCATION

BFA (Animation)

Amity University | Lucknow

2017 – 2021

SKILLS

Product & Strategy

- 0→1 Product Design
- UX Strategy & Systems Thinking
- AI Interaction Design
- Behavioral Design & User Psychology
- Growth & Retention Design

Design Execution

- End-to-End Product Design
- Interaction Design
- Design Systems & Tokens
- Rapid Prototyping
- Mobile & Web Design

Research & Data

- User Research & Usability Testing
- Behavioral Insights

- Data-Driven Design

Tools

- Figma
- Adobe Creative Suite

Leadership & Collaboration

- Design Leadership
 - Cross-Functional Collaboration
 - Stakeholder Management
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KEY STRENGTHS

- Designing systems, not just screens
 - Translating complex AI into intuitive experiences
 - Driving product growth through behavioral design
 - Building scalable design systems
 - Shipping fast without compromising quality
 - Aligning design with business and product strategy
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