

Surbhi Hote

Lead Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 8+ years of experience leading end-to-end design for B2B SaaS, enterprise, and data-heavy products across web and mobile. Skilled in product discovery, user research, UX strategy, interaction design, usability testing, information architecture, and design systems. Proven record of simplifying complex workflows and influencing product decisions through qualitative and quantitative insights. Delivered measurable outcomes including a 34% NPS improvement, usability-score growth from 26 to 53, and a 38% increase in internal-user adoption. Experienced in 0-to-1 product development, legacy-platform redesigns, and cross-functional collaboration with product, engineering, QA, customer support, and business stakeholders.

CORE COMPETENCIES

Product Design - B2B SaaS • Enterprise UX • Complex Workflows • End-to-End Product Design

Product Discovery • UX Strategy • User Research • Qualitative Research • Quantitative

Research-

Usability Testing • A/B Testing • Interaction Design • Information Architecture • User Flows

Wireframing • Prototyping • Design Systems • Accessibility • Responsive Design • Data Visualization

Product Development- • Agile • Product Roadmaps • Stakeholder Management • Cross-Functional Collaboration

TOOLS AND TECHNICAL SKILLS

Figma • FigJam • Miro • Maze • Microsoft Clarity • SurveyMonkey • Jira • Confluence

Power BI • Whimsical • Adobe Creative Suite • HTML/CSS • JavaScript

AI-Assisted Design Workflows • Prompt Engineering • Claude • ChatGPT • Microsoft Copilot

PROFESSIONAL EXPERIENCE

AMPERSAND | New York, NY

UI/UX Designer (Sole Product Designer) | October 2021–Present

- Currently leading end-to-end product design for a complex, data-heavy B2B AdTech platform, aligning user needs, business goals, and technical constraints within an Agile environment.
- Established continuous user-feedback practices through annual surveys and ongoing research loops; synthesized findings into prioritized product and UX improvements.
- Improved Net Promoter Score (NPS) by 34%; increased usability scores from 26 to 53, simplicity scores from 30 to 54, and navigation scores from 49 to 69 through research-informed design improvements.
- Partner with product managers and business stakeholders to define product direction, build alignment, and influence roadmap priorities using qualitative and quantitative user insights.
- Lead redesigns of legacy applications and complex workflows, improving navigation, accessibility, consistency, and the overall user experience.
- Own and evolve the product design system, establishing reusable components, patterns, and standards that support scalable experiences and effective engineering handoffs.
- Collaborate with engineering, QA, customer support, and marketing to validate requirements, support implementation, and deliver cohesive customer experiences.
- Advocate for user-centered design practices and use AI-assisted workflows to improve design-process efficiency and product-development collaboration.

SUUCHI INC. | Paramus, NJ

Founding UI/UX Designer | November 2018–October 2021

- Led the 0-to-1 design of a Product Lifecycle Management (PLM) B2B SaaS platform across web, iOS, and

Android, supporting 450+ businesses and 1,000+ factories and suppliers.

- Partnered directly with the CEO, CTO, VP of Product, product managers, QA, and engineering teams to translate complex operational requirements into intuitive, scalable product experiences.
- Designed and delivered 35+ product features using Lean UX, product thinking, MVP development, rapid prototyping, and iterative validation practices.
- Conducted user research and usability testing to validate workflows, influence feature prioritization, and increase internal-user adoption by 38%.
- Designed responsive web and mobile experiences using mobile-first principles, ensuring accessible and usable interfaces across devices.
- Created and maintained a design system, reusable UI patterns, and documentation that improved consistency and supported efficient design-to-development handoffs.
- Coordinated with offshore development teams to support accurate implementation and maintain quality through product releases.
- Educated cross-functional stakeholders on UX principles and user-centered design, helping strengthen design maturity in an early-stage and ambiguous product environment.

INNOCAL | Remote, India

Freelance UI/UX Designer | September 2017–March 2018

- Designed UX solutions for a web-based Appraisal Rating System, improving workflow clarity and usability for client users.
- Created user journey maps, sitemaps, and information architecture to structure intuitive end-to-end experiences.
- Produced wireframes, UI layouts, visual components, and a comprehensive style guide aligned with user and business needs.
- Conducted usability testing and A/B testing to validate design decisions and optimize the user experience.

EARLIER TECHNICAL EXPERIENCE

Global IT Experts | Houston, TX

Software Developer Intern | August 2018–November 2018

- Developed and maintained responsive front-end web interfaces; resolved defects and supported ongoing website enhancements.

G.N. Computing | Nagpur, India

Web Developer Intern | July 2014–December 2014

- Contributed to development of a trading application by analyzing requirements, project specifications, and client expectations.

Make a Difference | Nagpur, India

Web Developer Intern | September 2013–February 2014

- Developed and maintained responsive web pages using HTML, CSS, and JavaScript.

CERTIFICATIONS

UX Management, Nielsen Norman Group (NN/g) | September 2024

AI for UX Design, Designlab | March 2026

Designing and Building AI Products and Services, MIT xPRO | May 2026

EDUCATION

Master of Science in Computer Science from Texas A&M University–Kingsville | 2018

Bachelor of Engineering in Information Technology from G.H. Raisoni College of Engineering | 2015