Shourya Verma

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Hey,
My name is Shourya Verma, and I am a UX/UI designer at Byldd, a venture studio that helps non-technical domain expert founders build their tech businesses. Over the past 1.5 years I have **shipped 15+ products across web and mobile**, working directly with founders end to end, often across three projects at a time. I am now looking for a product designer role where I can bring that experience to deeper, longer-term problems.

My most significant project is **GLO30, a membership ecosystem** I designed from scratch for a US medspa brand with **17+ studios and a 70K user base**, spanning a consumer app, admin dashboard, and front-desk iPad application for **7 user types.** Within the first month of launch, it drove a **41% increase in membership credit utilization, a 34% increase in repeat ecosystem engagement, and a 31% increase in group-driven membership conversions**. More importantly, it established the foundation for a direct consumer relationship, a **socially driven retention model**, and a **scalable multi-brand SaaS platform.**

Beyond individual projects, I have consistently looked for ways to improve how design works as a system. At Byldd, I identified recurring flows across all studio projects and built an internal **design boilerplate** covering the most common screens for web and mobile. It **reduced our design and development time by 50%** and is now the default starting point for every new product at the studio. I also built an internal **PM productivity tool powered by BMAD** that automates PRD generation and feature triage through a conversational AI interface, **reducing ideation-to-execution time by 40%**.

Looking ahead, my goal is to grow into a **product designer** role at a company where design is directly connected to business outcomes and, over time, to mature into a **design lead or design manager.** Having briefly worked in a managerial capacity at Byldd, overseeing design direction across multiple concurrent projects, I have had a clear sense of what design leadership involves and I know it is the direction I want to move in.

I would be grateful for the opportunity to interview and walk you through my work in detail. My portfolio is at **portfolio.shouryaverma.com,** and I have enclosed my resume for your reference. Please do not hesitate to reach out if you would like to discuss further.

Thank you for your time and consideration.

Warm regards,

Shourya Verma

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