

# SIDDHARTH MANUGULA

## Lead Product Designer | Design Consultant

siddharth.manugula@gmail.com | +91 8431644450 | Bengaluru, India

Portfolio: [www.siddharthmanugula.com](http://www.siddharthmanugula.com) | [LinkedIn](#) | [Behance](#) | [Dribbble](#)

*Design leader with 11+ years of experience building consumer and enterprise products across fintech, edtech, and SaaS. Currently consulting on design systems and product launches at KV Consulting. Known for turning ambiguous product problems into measurable design outcomes — from 0→1 product launches to large-scale redesigns that moved activation, retention, and revenue metrics. Lead cross-functional teams, build design systems at scale, and bridge the gap between user needs and business strategy.*

## EXPERIENCE

### KV Consulting | Product Design Consultant

Jan 2025 – Present

B2B consulting firm offering recruiting, payroll, and operational solutions for startups and enterprises across fintech, AI, and Web3.

- Architected and shipped the Toolwiz Design System (100+ components, design tokens, documentation) — published using Claude AI, cutting system documentation time by ~60% and enabling consistent UI across client projects.
- Led platform design for the core Toolwiz product — defined IA, interaction patterns, and responsive layouts, reducing client onboarding friction by ~35%.
- Designed and launched 2 company websites end-to-end (research → wireframes → production), delivering both within 4-week sprints and driving a ~45% increase in inbound lead generation.
- Led a cross-functional team of designers and developers, establishing sprint rituals, design QA checkpoints, and stakeholder review cadences that improved on-time delivery rate to 95%.
- Leveraged AI-assisted workflows (Claude, Figma AI) to accelerate design exploration and documentation, reducing iteration cycles by ~30% across projects.

### Aurm | Lead Product Designer

Nov 2023 – Nov 2024

Fintech startup building smart access and security products for gated communities.

- Owned end-to-end product design across 3 platforms (Resident App, Kiosk, Door) — defined IA, user flows, and interaction patterns from scratch for a multi-touchpoint ecosystem.
- Established the foundational design system (components, tokens, patterns) adopted across all 3 platforms, reducing design-to-dev handoff time by ~40%.
- Ran usability testing cycles with 50+ residents, leading to a redesigned visitor management flow that cut task completion time by ~35%.
- Collaborated directly with founders and engineering leads to align product roadmap priorities with user research insights, influencing feature sequencing for 3 quarterly releases.

### Vedantu | Senior Product Designer

Feb 2021 – Oct 2023

Series D edtech platform with 40M+ registered users across live learning products.

- Redesigned the app homepage and content library, improving content discovery — contributed to a 22% increase in session depth and 15% lift in course enrollment CTR.
- Led the “Game Mode” feature end-to-end (research → ship), introducing interactive learning mechanics that boosted daily engagement by ~18% among K-8 users.
- Revamped the onboarding journey across 4 user segments, reducing first-session drop-off by ~30% and improving Day-7 retention.
- Designed SEO-optimised landing pages and widgets, contributing to a 25% increase in organic traffic within 2 quarters.
- Managed a team of 3 designers — established design critique rituals, built a shared component library, and mentored 1 junior designer promoted to mid-level.

### Happay (CRED) | UI/UX Designer

May 2018 – Jan 2021

Enterprise expense management and corporate travel platform, later acquired by CRED.

- Led the redesign of Happay Travel (app + web), streamlining trip booking and approval workflows for 500+ corporate clients — reduced average booking time by ~25%.
- Designed dashboard views, file upload flows, and expense reporting interfaces for the Expense app, improving task completion rates across finance teams.
- Delivered end-to-end designs for Vendor Payments and Epic Cards modules, enabling 2 new product launches within 6 months.

### Housejoy | UI/UX Designer

Nov 2016 – Apr 2018

On-demand home services marketplace and online bridal makeup platform.

- Conducted foundational user research (interviews, surveys, competitive audits) for the bridal marketplace, defining personas and journey maps that shaped the MVP feature set.
- Redesigned the Housejoy app end-to-end — created a reusable UI library (60+ components) that improved design-dev consistency and reduced rework by ~30%.
- Designed a coupon and promotions flow at checkout, contributing to a 12% uplift in conversion rate.

## EARLIER EXPERIENCE

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### Hotify | UI/UX Designer

Jan 2016 – Oct 2016

- Designed an ML-powered personalised news app and a voice calling application — both shipped from concept to launch.

### Knowles (formerly Audience) | UI/UX Designer

Apr 2015 – Feb 2016

- Revamped the AUVID voice-chip testing application interface and built a reusable UI library in JUCE (C++) framework for Samsung and Mi device testing.

### Akasa Labs | UI/UX Designer

Feb 2014 – Mar 2015

- Designed and developed custom web solutions for clients including BankerBay, Havas Media, and Bankbazaar. Built the Akasa Labs brand site from scratch.

## LEADERSHIP & IMPACT

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- **Team Building:** Hired and mentored a 3-person design team at Vedantu; established weekly design critiques, shared libraries, and a promotion-track framework.
- **Stakeholder Influence:** Regularly presented design strategy and user research findings to C-suite and product leadership, directly influencing roadmap prioritisation at Aurm and Vedantu.
- **Design Systems:** Built and scaled 2 production design systems (Aurm, Housejoy) adopted across engineering and product teams.
- **Process:** Introduced structured design review processes — design sprints, heuristic evaluations, and accessibility audits — across multiple orgs.

## CORE COMPETENCIES

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Product Strategy & Vision • Design Systems at Scale • User Research & Usability Testing • Cross-functional Leadership • 0→1 Product Design • Data-Informed Design • Interaction & Visual Design • Prototyping (Figma, Protopie, Framer) • Design Mentorship • Stakeholder Management

## TOOLS

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Figma • Protopie • Framer • Spline • Illustrator • Photoshop • After Effects • Premiere Pro

## EDUCATION

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**B.E. in Computer Science**

Vishveshvaraya Technological University, Bengaluru

**Diploma in Graphic Design**

MAAC, Bengaluru