

Sugam Anand

Design leader with 10+ years of experience designing products and leading teams across fintech, marketplaces, consumer products, subscriptions and growth platforms

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LinkedIn

Experience

Smallcase & Tickertape

Bengaluru, India

Senior Director of Product Design

Jan 2026 — Present

- Elevated product design from a delivery function to a strategic partner by earning its first seat on the company's core leadership team, bringing design into business planning, product strategy & organizational decision making
- Led an AI-native transformation of the design function: 100% of designers now ship production code, with ~80% UI implementation accuracy and a ~7.5x token efficiency gain from MCP-based design foundations

Director of Product Design

Dec 2024 — Jan 2026

- Rebuilt the product design function after years without design leadership, restructured reporting, restored trust, and retained the entire team of 8 with zero attrition
- Designed an 8-level dual-track career architecture (IC + Manager) spanning 10 capability areas, establishing transparent expectations for growth, performance, and promotion
- Defined brand tone of voice, UX writing principles, and an AI agent protocol operationalised as a Claude-powered writing agent now used across all product and design functions

Gojek

Bengaluru, India

Product Design Lead / Manager

Aug 2021 — Nov 2024

- Led product design team of 6 product designers across GoFood Consumer, Loyalty & Subscription, Care & Support, AI initiatives and Central Growth Platform teams
- Led and rebuilt the product design team in 4 months during high attrition. Additionally, took the role of Head of Design of GoFood during this period.
- Led the re-design, creation and launch of a Gojek PLUS, a new subscription brand for all the products in Gojek that doubled the order frequency per user and improved the subscription purchase rate by 72%.
- Led the redesign of the GoFood order tracking experience, reducing customer complaints by 6.89% and reducing average tracking engagement time by 4.68%.

Senior Product Designer

Apr 2020 — Aug 2021

- Led end-to-end redesign of GoFood's text search experience across discovery, ranking, and booking flows. Partnered with engineering, product and data science teams across several initiatives to deliver a 15.8% lift in search to booking conversion.

Product Designer

Jan 2019 — Apr 2020

- Worked on several high-impact customer-facing initiatives focused on business growth and monetisation including subscriptions, promo discovery and redemption related features. Designed GoFood+, the first loyalty & subscription plan in Gojek

Interaction Designer

Jul 2018 — Dec 2018

- Worked as part of the team that built Asphalt - Gojek's first design language system that supported 20+ products within the organisation.

MAQ Software

Hyderabad, India

User Experience Designer

Nov 2014 — July 2016

- Responsible for driving user experience of B2B products for global clients like Microsoft, Amazon, Devon Energy, VCA Hospitals and more. Also, led the hiring process and built a team of 3 UX designers in the India office.

Education

Master of Design (M.Des)

Indian Institute of Technology, Kanpur

2016 — 2018 | Product Design

Bachelor of Technology (B.Tech)

Galgotias College of Engineering & Technology, Greater Noida

2010 — 2014 | Computer Science & Engineering