

Sravan Puli

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EDUCATION

Master's in Design Management

Savannah College of Art and Design (SCAD)

Sept 2024 - May 2026

GPA: 3.7

Bachelor of Technology, Computer Science

Mahatma Gandhi Institute of Technology

Sep 2019 - May 2023

GPA: 3.5

WORK EXPERIENCE

StayOps | Product Designer & Product Builder | Austin, TX

Mar 2026 - Present

- Designed the end-to-end, user-centered experience for a unified web application and mobile platform serving 8 user types, owning information architecture, dashboards, admin controls, role-based access, and the flows behind them.
- Built what I designed, using Claude Code in the IDE to carry frontend (HTML/CSS/JavaScript), backend, database models, API contracts, deployment, and testing from first screen to production in under 3 months, then owned reliability and scaling as usage grew.
- Built a design system for AI, converting the Figma library into machine-readable tokens, components, and steering rules so AI-generated screens came out on spec and held pattern consistency across the product.
- Reached ~\$1M ARR within 1.5 months of launch, tracking activation and retention to validate early customer adoption and product-market fit.

BMW Group | Product Manager Intern | Savannah, GA

Sep 2025 - Nov 2025

- Collaborated with business stakeholders to translate customer and operational needs into production requirements, defining feature specs and acceptance criteria.
- Drove sprint planning, backlog prioritization, and stakeholder reviews for a financial simulator concept built by a 21-member cross-functional team.
- Shipped a feature beta-tested in Brazil that lifted lead conversions ~1%, informing the global rollout plan.

We Agency | Product Manager | Austin, TX

Apr 2023 - Present

- Ran a product studio that delivered 20+ digital products across SaaS, e-commerce, recruitment, social platforms, automation, and business systems.
- Took Place.club from concept to production-ready social platform with an early-stage founder, running discovery workshops, user research, MVP planning, and web/mobile prototyping, securing \$1M+ in seed funding.
- Owned a B2B CRM build that streamlined Germany's Ausbildung recruitment workflow, increasing revenue by 110%, improving team efficiency by 90%, and raising applicant conversion from 35% to 85%.

We Think AI | Product Owner & UX Researcher | Hyderabad, India

Jan 2023 - Aug 2024

Led product across the company's full portfolio during We Think AI's transition from a design studio to a product-led AI company.

- Led the 0→1 design and build of Blueton Analytics, the company's cloud-based Manufacturing Execution System (MES), owning user research, MVP strategy, roadmap, and enterprise workflows through first client onboarding.
- Built a reusable design system that standardized components and patterns across the company's products, raising design consistency and speeding up delivery.
- Ran discovery interviews with plant operators and turned what came back into the core Blueton Analytics experiences (dashboards, user roles, and factory workflows), contributing to 40% operational efficiency gains.
- Led product design across Exterview, Profolo, Medvarsity, and DocTutorials during the company's design-studio phase, increasing course completion by 50%, user satisfaction from 3.7 to 4.6, and app ratings from 3.2 to 4.5.

Zemoso Technologies | UX Designer | Hyderabad, India

Apr 2022 - Jan 2023

- Led research and design for FarmFood, a B2C AgriTech marketplace, simplifying farmer-buyer discovery and transactions into an accessible desktop and mobile experience and lifting first-time buyer conversion ~40%.
- Worked directly with developers through implementation, producing dev-ready handoffs and resolving front-end constraints while the design was still open.
- Designed end-to-end flows for Klipglobal, a B2B workforce-wellbeing platform delivering personalized programs and live masterclasses, improving engagement and goal tracking for employees and organizations.

DRDO, Ministry of Defence, Govt. of India | Android Development Intern | Hyderabad, India

May 2021 - Aug 2021

- Designed and developed a hybrid Android application for internal use at the Directorate of Space Systems, DRDO.
- Rebuilt the organization's existing internal web tool as a mobile-first Android app, adding functionality beyond the original site for field use.

SKILLS

Product Design & UX: End-to-End User-Centered Design, Web Application Design, Information Architecture, Interaction Design, User Flows, Wireframing, Prototyping, Design Systems, Scalable Design Patterns, Desktop & Mobile Web Design, IoT & Connected Device Experiences, UX Research, Usability Testing, Journey Mapping

AI-Native Design & Development: Claude Code, Codex, Cursor, Kiro, GitHub Copilot, Figma Make, v0, Claude AI, Agentic AI Workflows, Prompt Libraries, Steering Documents, Design-to-Code Workflows, HTML, CSS, JavaScript, Python, SQL, System Design, Reliability & Scaling, API Logic

Product & Data: 0→1 Product Development, Product Strategy, MVP Planning, Roadmapping, Stakeholder Management, Cross-Functional Collaboration, Metrics Analysis, Activation & Retention, A/B Testing, Product Telemetry, Conversion Optimization, E-commerce, Market & Competitive Analysis

Tools: Figma, FigJam, Framer, Webflow, Adobe Creative Cloud, Miro, Jira, Asana, GitHub, LottieFiles, Google Analytics, Excel