Anshu Pal ⊕ @ in 🐙

India · Open to Dubai, Singapore, London, Copenhagen, Bangalore, Sydney, Remote

Lead Product Designer with **5 years in B2B SaaS**, designing data-dense platforms for enterprise VC clients. Background in architecture, trained in systems thinking, spatial logic, and constraint-based design. I specialize in information architecture, design systems, and complex data interfaces across web, mobile, and browser extensions. I embed with users, track behavior through Fullstory and Amplitude, and own design decisions end-to-end.

Experience

Synaptic - B2B VC Analytics Platform · SourcingIQ Product · 42 Enterprise Accounts
Lead Product Designer Jul 2025 – Present | **Product Designer** Apr 2023 – Jul 2025
Associate Product Designer Oct 2021 – Apr 2023 | **Product Design Intern** Jul 2021 – Oct 2021

- Led design for a **net-new mobile app (iOS + Android)**, concept to App Store in **2 months** with a 15-person team, designed all primary workflows and IA, iterated through direct prototype feedback with VC users. Resulted in **+40% DAU, 3× session frequency, and 4.8★ app store rating**

- Currently **leading design and frontend development** for a new product with SDK and API integrations as sole designer, working directly with cofounder and backend engineer. **Owning the full surface area:** marketing pages, app UX, design system, and IA.

- Shipped Employee Metrics in **1 week** (team of 4) that replaced manual Excel analysis for VC investment committees. **60% user adoption**; described as **"a standard part of IC decks"** by a VC partner

- Led the **first platform-wide IA restructure since product launch** that consolidated 35 pages under a unified sidebar, replacing 6-year-old tab navigation in 10 days, working directly with CEO. **Only 1 user reverted; zero navigation related support tickets**

- Designed Advanced Filters with nested grouping logic, reducing custom filter requests from **~4/week to ~1 every two weeks**. Used by **~80% of active users**

- Built a **44-component design system from scratch** across web, mobile, and Chrome extension, replacing a 5-year-old legacy system, full migration over ~1 year. Documented in Figma and Notion

- Maintained design system serving **5 designers + 6 engineers across 2 products** that now has 100% coverage on mobile, ~80% on web. Team-wide point of contact for system usage, additions, and consistency

- Built a **continuous research practice** to track account-level summaries from ProductBoard, Gong, CS, and in-person sessions; tracked behavior and post-release adoption through Fullstory; maintained a Notion tracker of **17 enterprise accounts** by user type and module usage

- Designed **18 data visualization components** (tables, charts, distributions) used across web, mobile, and Chrome extension

- Owned design decisions working directly with **CEO and CTO (co-founders)** from scoping through launch. Presented releases company-wide including Mobile App 2.0 and Company Overview redesign

- Primary designer for **~90% of the current platform.** Includes IA, ~95% modules, components, data visualizations, Chrome extension, and mobile app.

Architecture & Spatial Design — Vastu Architects, Aaquib Wani Designs, Freelance | Aug 2019 – Jul 2021

2 years in architecture and spatial design where I built my foundations in systems thinking, constraints-based problem solving, and detail orientation.

Education

School of Planning and Architecture, New Delhi | Bachelor of Architecture (BArch) | 2019

Skills

Product & UX: Information architecture, data-dense dashboards, mobile design (iOS + Android), user research, cross-platform design
Systems: Design systems (44 components), component libraries, token architecture, documentation, governance
Research & Analytics: Fullstory, Amplitude, ProductBoard, Gong, continuous user behavior tracking
Tools: Figma, FigJam, Framer, HTML/CSS, Tailwind, React (reading), Git, Elasticsearch (queries)