Yuvraj Singh

Founding Product Designer

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SUMMARY

Product designer with 5+ years across consumer apps, B2B SaaS and brand. Founding designer at Rifa AI, where I own product, dashboards and the marketing site end to end and ship in Figma, Framer and Next.js. First design hire at Fitmint (50K users). Happiest taking products from 0 to 1, then making them measurably better.

EXPERIENCE

Rifa AI — Founding Product Designer

Sep 2023 to Present · Bengaluru

Seed-stage voice and chat AI agent platform for regulated industries (collections, healthcare, insurance)

- Sole designer and product owner on the founding team: named and branded the company, then designed the product end to end, from the enterprise dashboard and client-facing analytics to Agent Studio
- Built the pitch deck and investor materials behind a $500K seed round; the platform now serves 3 enterprise clients in the US (~$50K ARR)
- Shipped core dashboard modules: Agent Studio, AOP upload flow, customer portal, support tickets, changelog, and a role-based access system for internal and per-client roles
- Designed and built the marketing site in Next.js, including an interactive live-call demo across three industries
- Set up the Figma design system used across product and web, and consolidated Agent Studio's scattered UIs into one navigable surface

Zango Studio — Independent Product and Brand Designer

Oct 2022 to Present · Remote

- Designed Coozy, a baby milestone tracker app and brand, end to end; the founder now runs it at $5K MRR
- Took early-stage startups in web3, travel booking and B2B AI from zero to launched MVPs across product, brand and marketing (Zyrro, USDT Marketplace, NavioFi, Meadow Health, Rep Republic)
- Founded Openfile.pro, a store for my own Framer and Next.js templates (WaitlistOS, Reely, Talos, Streaks), used by teams and creators worldwide
- Athlete logo series (Messi, Kohli, Sharma) passed 1M+ views on Instagram and X and became a paid product line

Fitmint — Product Designer, first design hire

Jul 2022 to Sep 2023 · Bengaluru

Move-to-earn fitness app

- Designed the app from scratch with the founders and launched the MVP in 2022; the company raised a $1.6M seed round from General Catalyst
- Grew to 50K users at ~60% DAU/MAU through onboarding, reward-loop and retention design
- Designed the NFT sneaker collection that generated $2M in revenue within months of launch

Myntra (HRX) — Senior Design Officer

Jan 2021 to Jul 2022 · Bengaluru

- Planned, conceptualised and launched Edge, HRX's premium line: brand identity, range development, pricing and photoshoots
- Turned trend and customer research into new product proposals adopted into the brand plan
- Designed brand campaigns and conceptual shoots with celebrity partners, including Hrithik Roshan

EDUCATION

NIFT, Bengaluru
B.Des, CGPA 8.5/10 — 2017 to 2021

Vahani Scholarship
One of 17 students selected nationwide — 2017 to 2021

SKILLS

Product	UX research, information architecture, wireframing, prototyping, usability testing, A/B testing, design systems, brand identity, motion
Tools	Figma, Framer, Illustrator, Photoshop, Premiere Pro
Build	Next.js, React, Tailwind, Sanity, GSAP, Framer Motion, AI-assisted development (Claude Code)
Languages	English (professional), Hindi (native)