

Shruti Kartikey

Product Design Leader — zero-to-one products, design systems, and design organisations

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SUMMARY

Product designer and design leader with 12+ years across consumer, B2B and internal products. First designer at InterviewBit; founding designer and then Head of Design at Scaler, where the design and research function grew from one person to 30+ across an eleven-surface learning ecosystem serving millions. Sets design direction at the organisation level and still ships production front-end personally.

EXPERIENCE

Independent — Product, Brand & Design Engineering

2026 – present

- **Evaratus (AI research company):** owned positioning, identity, art direction and the website end to end, then built and deployed the production front-end — taking the company from no public material to a live brand in nine weeks, with zero handoff documentation required.
- **Peaktalent by Evaratus:** designed a two-sided workforce dashboard for gig workers and staffing managers in a seven-day sprint — mapped the shift lifecycle, named four previously undefined states, and delivered edge states plus the design tokens engineering built against.
- Left both clients with small, documented systems their teams extend without a designer in the room.

Scaler — Founding Designer → Head of Design

2019 – 2026

Edtech scale-up; design and research organisation of 30+ across four product squads.

- Grew the design and research function from its first designer to a **30+ person organisation** — owned hiring, mentoring, the craft bar and the research practice, scaling the team without diluting quality.
- Took the product from zero to one and then to an ecosystem of **11 surfaces** — course discovery, free learning, paid learner experience, community, assessment, mentorship, instructor tools, sales tools, marketing, internal systems and an AI-assisted CRM.
- Argued for and led free learning as a product rather than a marketing channel; it became the company's largest surface, reaching **2.6M monthly users**.
- Established a single design system maintained as a product with its own roadmap, shared across 11 surfaces and four squads — removing repeat decisions and shortening build cycles.
- Contributed to hiring across design, product and technology through interview loops, portfolio reviews and cross-functional calibration.
- Partnered with founders on company storytelling and fundraising materials across multiple rounds, turning strategy and product progress into decision-ready narratives.

InterviewBit — First Designer

2017 – 2025

Developer practice platform; scaled to ~1.2M monthly users at peak.

- Hired as designer number one with no team, precedent or design function — established the visual language, product patterns and the decisions the company never had to re-litigate.
- Designed three products with a single designer: the B2C practice platform, a B2B proctored assessment product, and a recruiter-facing hiring CRM.
- Reworked the consumer experience around practice rather than browsing, and rebuilt the recruiter CRM for high-density daily use rather than occasional visits.

- Carried the product through ~1.2M monthly users, where ambiguity converts directly into support load — introduced the habit of validating design decisions against usage evidence.

Craftsvilla — UX Designer

2015 – 2017

- Product design for a high-velocity e-commerce marketplace; ran and measured product experiments end to end.
- Introduced shared fundamentals, a component vocabulary and the internal design guidelines that measurably sped up development cycles by eliminating repeated screen-by-screen decisions.

Ziffi — UI Designer

2014 – 2015

- Single-handedly redesigned the responsive website; set the team's benchmark for quality and detail.

Ogilvy & Mather — Design Intern (graduation project)

2014 · 5 months

Vertiver — Design Intern

2013

LEADERSHIP & SCOPE

- Built and led a 30+ person design and research organisation from a single-designer function.
- Set design direction across 11 product surfaces and four squads; owned the craft bar and design-system roadmap.
- Cross-functional hiring and calibration across design, product and technology.
- Founder-facing partner for company storytelling and multi-round fundraising material.

TOOLS & SETUP

Claude Code · Codex · Figma · Product design · Brand & identity · Design systems · User research · Design leadership & hiring · Front-end (HTML/CSS/JS) · AI-assisted building

BEYOND WORK

Independent painting practice with a community of 80K+ on Instagram.