



SARTHAK BATRA

PRODUCT DESIGN LEADER

PORTFOLIO <https://www.behance.net/sarthakbatrafolio>

CONTACT

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SKILLS

USER EXPERIENCE STRATEGY

USER RESEARCH

USER-EXPERIENCE

USER INTERFACE

DESIGN QUALITY & DELIVERY
MANAGEMENT

DESIGN OPS MANAGEMENT

INTERACTION DESIGN

DESIGN SYSTEMS & MANAGEMENT

USER ACCEPTANCE TESTING

UX STRATEGY & CONTENT STRATEGY

PROFILE

I'm a passionate, Human-centric Product Designer & Strategist with 15 years of experience building B2C and B2B applications and platforms across Banking, E-commerce, Cloud Hosting, Website Builders, Digital Marketing, Interior Design, Hyperlocal Content Delivery, and most recently, GenAI-led English tutoring platforms for businesses, schools, and second-language English learners.

Coming from a diverse background, my strength lies in bringing Product Design methodology into close collaboration with Business, Product, Design, Engineering, Data Science, and Content Marketing stakeholders. I integrate design processes, facilitate workshops, co-strategise product direction, identify user needs from inception, and translate them into logical UX strategies through strong UX, UI, and data-driven design capabilities.

I have also taken on leadership roles within startups, establishing design processes, mentoring and managing teams, and driving quality and delivery across design outcomes. I aspire to continue growing as a design leader while remaining deeply involved in product strategy and execution. I have extensive exposure to designing products for international and multi-market audiences, adapting experiences to diverse user needs, cultural contexts, and business environments. I have contributed to and launched products across markets including Walmart Mexico's Scan & Go self-checkout experience, ELSA, a Vietnamese GenAI startup focused on English learning across Asian markets, and AI agents for VISA employees across Europe, the US, and Asia-Pacific. This global exposure has strengthened my ability to design scalable solutions that work across geographies while remaining relevant to local users.

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EDUCATION

Post graduate in Graphic Design

MAEER - MIT Institute of Design
2010 - 2013

BFA in Applied Arts

Amity University
2006 - 2010

CERTIFICATES



Diploma in Adobe Photoshop & Illustrator

Arena multimedia, 2008



UX Design Essentials for Mobile

Awarded by Everett Mckay
from UX Design Edge, 2010
- 2013



Human-centred Design

by Rajib Ghosh, Experience
Strategy Leader, Microsoft,
2019



Product Design with AI for Leadership

IIT Delhi, 2026

TOTAL WORK EXPERIENCE : 15 yrs



PRODUCT DESIGN & BUSINESS HEAD

Endura Healthcare Pharmaceuticals | Oct 24 - Sep 25

I co-founded Endura Healthcare with my father, bringing together decades of experience in pharmaceutical and surgical distribution with a modern, technology-first approach. Our vision was to transform a traditional distribution business by combining strong business fundamentals with AI-powered supply chain solutions, digital operations, and data-driven decision-making.

At Endura Healthcare, we strive to redefine pharmaceutical and surgical distribution through intelligent, AI-enabled systems. Our goal is to ensure that essential medicines and surgical supplies are always within reach, empowering retailers, healthcare providers, and communities with dependable access to critical healthcare products.

By blending traditional industry expertise with modern technology, operational excellence, and a deep sense of responsibility, we aim to build a smarter, more resilient healthcare distribution network for India.



HEALTH AND WELLBEING SABBATICAL

CAREER BREAK | Nov 25 - Feb 26

Took a break from Design Job due to focus on Life Goals, Health & recovery from physical & mental health.



SR. PRODUCT DESIGN MANAGER

VISA Inc. | Oct 24 - Sep 25

VISA gave me the opportunity to combine my expertise in Human-Centred Design with my focus on creating Generative AI experiences. I strategised and designed end-to-end products across People & Systems, spanning HR, IT Support, Data Analytics, and Productivity. I also served VISA users across geographies, designing solutions with a global, scalable perspective.

Key wins:

- GenAI HR Assistant: Designed a GenAI chatbot that helps employees navigate HR policies and information, including medical benefits, time off, stock programs, and career progression. The assistant intelligently understands context and chooses the most effective way to present information—from conversational responses to visualisations such as pie and 2D graphs.
- AI Administration & App-Building Platform: Designed an administrator portal enabling AI engineers to configure conversational logic and build AI modules for IT Support, People, Business Intelligence, Productivity, Planners, and more. It also empowered non-technical employees to create AI applications by connecting their content to pre-configured, easy-to-understand capabilities—streamlining AI adoption and enabling innovation across the organisation.

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TOOL STACK

 Figma

 Claude

 Material UI

 Tailwind CSS

 Bootstrap

 Gemini

 ChatGPT

 NotebookLM

 Maze

 Miro

 UX Pilot

 UserTesting

 Hotjar

 Google Analytics

 Github

 Vercel

TOTAL WORK EXPERIENCE : 15 yrs



STAFF PRODUCT DESIGN MANAGER

ELSA Corp. USA, Remote | Jul 23 - Feb 24

At ELSA, I strategised and designed end-to-end user experiences to create a natural, human-like connection between people and AI, helping users develop English skills ranging from foundational communication to advanced capabilities such as corporate communication, negotiation, interpersonal relationship management, persuasion, and perception building.

I was responsible for evolving ELSA from a primarily B2C product into scalable B2B solutions for schools and businesses, enabling users to improve their written, spoken, reading, and listening skills through Generative AI. I also focused on improving the accessibility, usability, and desirability of the product.

As part of this journey, I designed and helped take ELSA's GenAI-powered English learning experiences to Vietnam, Japan, Indonesia, and South American markets, adapting the product to diverse cultural, linguistic, and learning contexts. This gave me hands-on experience designing and scaling AI products for international audiences, helping users across these markets learn and practise English through personalised, conversational AI experiences.



DIRECTOR OF PRODUCT DESIGN

SugarBox Networks (Margo Networks), Bangalore + Remote | Dec 20 - Nov 22

At SugarBox, we built a Hyperlocal CDN enabling users to access digital content in low/no-connectivity environments across trains, metros, airlines, remote villages, and public WiFi networks. As Design Head, I led the consumer experience strategy, focusing on onboarding, content discovery, and scalable journeys across diverse environments.

Key achievements:

- Scaled user adoption: Redesigned SugarBox's onboarding journey, growing monthly active users from 1,600 to 100K+ — over 6,250% growth — within 1.5 years.
- Airline experience: Directed UX strategy and user flows for SugarBox's App and PWA as an in-flight entertainment, e-commerce, and food-delivery platform, contributing to winning a key airline partnership.
- Multi-context experiences: Designed consumption journeys tailored to fundamentally different environments—from trains and remote villages to shopping malls and connected homes.
- Built the design organisation: Built and led a 6-member UX team spanning product designers, researchers, and interaction designers, establishing collaborative design practices and strengthening the team's design culture and capabilities.

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AWARDS

Certification of Excellence

For website design of "Abott" client in SapientNitro

2014

Kyoorius Digital Awards

For Manipal University (manipal.edu)

For UX, Interface & Navigation for Websites & Digital Design

2015

HOBBIES

 Listening Music

 Guitar

 Motorbiking

 Singing

 Sci Fi Movies

 Curate Art

 Travel

 Designing

 Video Games

 Adventure sports

 Watch Memes

TOTAL WORK EXPERIENCE : 15 yrs



PRODUCT DESIGN LEAD / MANAGER

Livspace home interiors, Bangalore | Oct 18 - Nov 20

1. Built scalable & robust interior design products designed to solve challenging problems of the domain like standardisation of process for all designers, project management & customer relations, 3D modelling and rendering tools, data management, catalogue and order management etc.
2. Leading a team of UX/UI designers, mentoring them to deliver designs to solve complex problems of the business, ensuring quality, process and speed.



USER EXPERIENCE ARCHITECT

Walmart Labs, Bangalore | Jan 18 - Oct 18

My role at Walmart Labs is deliver design solutions for Sam's Club, A membership-based retail chain and ecommerce platform in Mexico. I'm responsible to design for all platforms including responsive web, iOS and Android. I'm responsible for user research, competitive analysis, contribute in product strategy, deliver concepts and high fidelity designs and conduct usability testing and lead the projects on Design front.



PRODUCT DESIGN LEAD

Endurance International Group, Bangalore | Jan 15 - Oct 17

My key roles and responsibilities as a Product Designer at Endurance were to understand key opportunities identified by the product Team, business goals, research on user needs, market fit and help in product vision. I also came up with UX strategy, User research & execute designs to Build Products like DevCloud (Easy to use Cloud Hosting platform for Businesses), Rampspot (Digital Marketing & Content Recommendation Platforms for businesses to grow their Brand, Acquire new users and generate revenue.



UX/UI DESIGNER

Flipkart India pvt ltd, Bangalore | Oct 14 - Nov 15

The role is to understand and work on projects of the Flipkart consumer app to build India's first leading ecommerce brand solving problems of product discovery, introduce marketplace, buying and checkout experiences etc. Myself with the team are responsible to come up with design solutions by research, user interviews, create flows and visual designs to give value to users and the business.

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TOTAL WORK EXPERIENCE : 15 yrs



VISUAL DESIGNER

Publicis Sapient, Bangalore | May 13 - Sep 14

The role was to work closely with UX designers and creative director to come up with design solutions for agency's clients. I worked for clients like Kellogg's, Hyatt, TD Bank, First Niagara Bank, Abbott Healthcare, Chrysler and my individual responsibilities were to deliver visual designs for each project. My focus was to deliver aesthetic, intriguing, customer-centric experiences to the clients and help them market themselves uniquely and creatively.



USER EXPERIENCE DESIGNER INTERN

Medianshala serving Honeywell Bangalore | Sep 12 - Feb 13

Worked on UX/UI projects for the client Honeywell, major deliverables included work on enterprise applications built for oil rigs and plants, a project management application for product managers of Honeywell (Windows 8 Desktop App). Key design deliverables were conduct research, build information architecture, wireframes and visual design & style guide.