

Gaurav Borra

System Designer & Product Design Manager

AI Systems · Workflow Automation · Scalable Product Design

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Noida · Open to remote / hybrid roles

Key Impact

- 1000+ creatives/month generated through AI systems
- 70–80% reduction in manual effort
- ₹5Cr+ monthly revenue impact (Funda)
- 2–3× team productivity via automation
- +10% onboarding conversion improvement
- Supported ~₹100Cr scale product launches

Summary

Product Design Manager with 10+ years of experience building AI-driven systems, workflow automation, and scalable digital products across ed-tech, e-commerce, and fintech.

Focused on improving efficiency, scaling output, and driving measurable business impact.

Work Experience

Classplus

Product Design Manager

Feb 2022 - Present

Led AI-driven system design across **Classplus, Testbook, Polaris, Funda, Plutus, and Legal School**

- Built automation systems enabling non-design teams to create creatives independently
- Improved onboarding and product flows, increasing conversion and activation quality
- Designed contextual UI systems for sale events, strengthening product–marketing alignment
- Led cross-product system integration post acquisition (Classplus × Testbook)
- Awards: 3× Classplus Awards for Product Innovation & Impact

Snapdeal

Senior Product Designer

April 2019 - Jan 2022

- Led end-to-end product feature design across growth and product teams, driving scalable eCommerce experiences that boosted engagement.
- Partnered with research to validate solutions, improving user adoption and retention.

Scicomm.in

Co-founder & Head of Design

Sep 2017 - Sep 2018

Led brand identity, website, and design systems for early-stage growth

PayTM

Creative Designer

June 2015 - Sep 2017

Designed campaigns and platform-wide iconography at scale

Portfolio

gauravborra.com

Core Skills

- AI Integration • Workflow Automation • Design Systems • UX Strategy
- Interaction Design • User Research • Prototyping

Leadership

- Cross-functional Collaboration
- Design Mentorship
- Team Scaling through Systems

Tools & Systems

Design & Prototyping

Figma • Framer • Adobe Creative Suite

AI & Automation

ChatGPT • Claude • Prompt Engineering
• Generative AI Tools • Google Apps Script • VS Code • Cursor

Education

B.Tech (CSE)

2010 - 2014

NSIT (East Campus)

Awards

Snapathon

2020

Winner

Built accessibility-focused voice assistant prototype