

Gaurav Borra

Product Design Leader
B2C & B2B Digital Products | Ed-tech, E-commerce

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Summary

Product Design Leader with 10 years of experience creating scalable, human-centered digital products across ed-tech, e-commerce, and fintech. I specialize in design systems, usability, and AI-driven design efficiency, ensuring consistent experiences across platforms. Skilled in leading design teams, mentoring talent, and aligning design strategy with business goals to deliver measurable improvements in adoption, retention, and user engagement.

Work Experience

Classplus

Feb 2022 - Present

Product Design Manager

- Lead end-to-end UX strategy across Classplus and its acquired ventures including **Testbook**, **Polaris**, **Plutus**, and **The Legal School**, ensuring cohesive experiences for students, educators and government job aspirants.
- Built and scaled a cross-platform design system, improving consistency and reducing design–dev friction, which cut feature rollout time by **30%**.
- Partnered with business stakeholders to align design outcomes with growth metrics, contributing to higher onboarding completion and retention.
- Mentored and upskilled a team of **5+** designers, fostering a culture of innovation and collaboration.
- Leveraged **AI** to automate repetitive design processes, improving efficiency and scalability while enabling the team to focus on strategy, creativity, and innovation.

Testbook

Aug 2023 - Present

Product Design Manager

- Introduced and designed the Pass Pro Max subscription model, adding an average of **₹4 Cr** in monthly revenue.
- Focused on government job aspirants (Tier 2/3 cities) as primary TG, creating affordable yet scalable learning experiences.
- Optimized subscription flows and paywall UX, improving conversion and reducing churn

Snapdeal

April 2019 - Jan 2022

Senior Product Designer

- Collaborated with growth & product teams to design features from discovery to delivery, improving adoption and retention.
- Worked with research to validate prototypes, ensuring solutions aligned with user needs.

Scicomm.in

Sep 2017 - Sep 2018

Creative Art Director

- Revamped the company’s entire brand identity, including logo, website, and design guidelines, creating a cohesive visual system.
- Designed digital and print assets that boosted brand awareness and helped attract new business opportunities.

Paytm

April 2015 -Sep 2017

Creative Designer

- Led creative design for campaigns reaching millions of users, including banners, illustrations, and social media.
- Developed Paytm’s classic iconography, still in use across the platform.

Education

B.Tech (Computer Science), NSIT East Campus, 2014

Awards

Winner

2020

Snap-a-thon

Built a voice assistant prototype that improved accessibility for 10M+ Snapdeal users.”

Portfolio

gauravborra.com

Core Skills

UX Strategy

Design Systems

Interaction Design

User Research

Prototyping

Leadership

Cross-functional
Collaboration,

Design Mentorship,

Business Impact
through Design

Technical

HTML

CSS

Java Script

Vibe Coding

Tools

Figma

Framer

Chat GPT

Bolt

Lovable

Adobe Suite