

# Arun Koushik

Lead Product Designer

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Bengaluru

portfolio:

[youhavereachedarun.com](https://youhavereachedarun.com)

linkedin:

[/arun-koushik-c](https://www.linkedin.com/in/arun-koushik-c)

Lead Product Designer with 8+ years in design and 6+ years in product, brand, and systems design.

Operates as a player-coach in early and growth-stage startups, owning ambiguous problem spaces, shipping complex internal and external products, and mentoring small design teams.

Trusted partner to founders and PMs with a strong bias toward execution. Known for combining high design taste with practical, shippable systems that scale teams, speed up operations, and delight users.

## experience



### Lead Product Designer | Truva

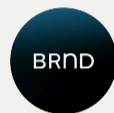
May 2024 - Present

Led Product Design & Brand + Graphic Design

[See Website](#)

Design lead reporting directly to founders; owned end-to-end product and brand experience across consumer, broker, and internal platforms.

- Led design for one of India's most polished real-estate web experiences, spanning discovery, listings, and seamless lead-generation
- Built a dashboard for sellers using Softr & Airtable [ No - code ] used for early validation, onboarding, and experimentation ahead of full product launches. Winning internal hackathon.
- Designed and shipped multiple internal-facing products critical to operations and scale:
  - A custom CMS that streamlined property onboarding and reduced operational friction for listing teams. Cut down time by 80%
  - A property valuation tool enabling instant pricing estimates for houses across micro-markets (eg. Powai).
  - Apps for brokers, improving usability, on-ground adoption & reducing bandwidth of internal team.
- Acted as a de-facto PM on multiple initiatives: defining problem statements, scoping MVPs, and prioritizing roadmap items with founders and engineering. Had convinced stakeholders to drop multiple feature request through reasoning.
- Managed and mentored a small design team (2 - 4); interviewed and hired junior designers and interns; set quality bars across product and brand.



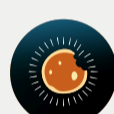
### Senior Product Designer | Brnd Studio

Jan 2024 - May 2024

[ Contract ]

Worked On Asign.Art

With BRND studio, built a collaborative platform for art collectors and dealers, simplifying collection management and enabling marketplace-based transactions for Asign.



### Startup Founder | Pancake.Page

JUN 2022 - MAR 2023

A Delightful Website Builder For Artists

Co-founded an experimental no-code website builder focused on freedom of expression and ease of creation.

- Led product vision, UX, and prototyping from 0→1; validated concepts with early users.
- Gained hands-on experience in rapid experimentation, failure analysis, and founder-level decision making.



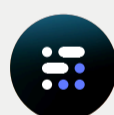
### Product Designer | Upgrad JEET

Jun 2021 - May 2022

Built The Product 0 To 1

Collaborated with cross-functional teams including product managers and developers to create user-friendly interfaces for web applications, and developers to create user-friendly interfaces for web applications.

- Increased signup from 2.5% to 75%
- Increased average lessons consumer/week by 35%
- Built design system from scratch
- Initiated and Lead design x tech collaboration workshop.



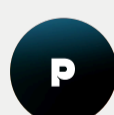
### Founding Designer | Farmako YC 20

Apr 2020 - May 2021

Built The Product 0 To 1

Led design for a centralised health record system aimed at improving healthcare experiences across stakeholders.

- Owned UX strategy across patients, providers, and internal users.
- Worked closely with engineering and leadership on systems thinking and scalability.



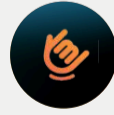
### Product Designer | Prezantim

Jan 2017 - Dec 2018

Worked With Multiple Startups

Worked across startups and major orgs across the nation to build products to ideate and scale. Joined as an ad-hoc resource during my undergrad 2nd year, I slowly grew into a part-time to a full-time employee.

## other experience



### Mentor | Mycaptain

2 Batches Of 6 Months

Mentored 100+ Product Designers

- Mentored early-career designers on product thinking, UX fundamentals, and real-world problem solving.
- Guided mentees through portfolio building, design critique, and industry readiness.

## highest education



### Masters In Design

2018 - 2020

Srishti Institute Of Art, Design & Technology

Strategic Design & Brand Leadership



### Design Leadership Fellowship

Mar 2023 - May 2023

Obvious [ Now Part Of PhonePe ]

## skills

### Design

Product Design  
UX/UI Design  
Systems Design  
Brand Design  
Mentoring  
Vibe-Coding

### Tools

Figma  
Penpot  
Framer  
Lovable  
Cursor