

Pranu Sarna

Design lead with 9+ years shipping large-scale consumer & B2B products. Currently driving AI-powered experiences in MENA's largest super app

[LinkedIn](#)

www.pranusarna.com

pranusarna@gmail.com

Work Experience

Careem

Jul '25 – Now

Lead Product Designer

- **Leading and mentoring designers** across platform initiatives focused on improving scalability and consistency across core customer journeys.
- As an IC, shipped a family ordering feature for shared tracking and trusted group purchases of large orders. **Drove 18% of all orders during Ramadan.**
- Partnered with product and research team to redesign the customer activity feed to drive clarity and transparency of support tickets. **First contact resolution rate increased by 4%.**
- **Built a map-based restaurant discovery tool end-to-end using Claude Code.** Shipped the experiment in a week with minimal engineering involvement.

Coinbase

Oct '23 – May '25

Senior Product Designer

- Took Coinbase's AI-powered support chatbot from concept to launch. **24% drop in ticket escalations to human agents.**
- Drove an org-wide design sprint imagining how AI could augment trader support across the app. **Concepts presented to senior leadership including the CEO.**
- Led the design of an intent-based routing system that directs customers to the right support channel based on their described issue. **Reduced agent contact rate by 7%.**
- Built a reusable system for proactively surfacing detected issues to users in the Coinbase Help Center. **Adopted by 5 teams across 36 use cases.**

Grab

Sep '18 – Jul '22

Senior Product Designer

- Led design of an enterprise product suite used by over **2 million restaurant partners across Southeast Asia.**
- Redesigned the cashier order management flow to track orders in real time during peak service. **Delayed orders reduced 12%.**
- Designed a self-serve flow for restaurant partners to create discounts and promotions. **GMV increased ~3%.**
- Built self-serve online menu editing for restaurant partners. **Reduced offline support resolutions by 80%.**

Zomato

Jul '16 – Aug '18

Product Designer

- Shipped the redesigned iOS and Android apps. **100K DAU and top-rated in food & drink on the App Store.**
- Designed the Zomato Treats membership end-to-end. **80K+ memberships sold across India and UAE.**

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Education

Certificates

[Human Centered Design](#)

[Design Principles](#)

[Input and Interaction](#)

Bachelors in Technology, Computer Science

G.G.S.I.P University, Delhi

High School

Springdales School, Delhi

Interests

When not discussing new technologies and their social impact, I'm building virtual cities and trying new ways to brew the perfect cup of coffee.

Skills

Design

User interface design

Interaction design

Design systems

Visual design

Rapid prototyping

Code

Claude Code

HTML

Javascript

Next.js

GIT

Typescript

Tools

Claude

Figma

Google Suite

Jitter

Github

Illustrator

Leadership

Mentorship

Cross-functional collaboration

Design strategy

Stakeholder management