Arnav Sameer

Senior Product Designer — simplifying complex products, from idea to launch

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About

I've spent over ten years designing products people rely on to get real work done: a global professional association bringing its members' research, learning, certifications, events and careers onto one platform, millions of people managing their email and calendars, sales teams hiring at scale, and people sending and receiving payments. Each comes with its own rules, roles and moving parts, and my job is to make them feel simple to the people using them. I've designed at Microsoft and Google, co-founded a startup, and taken products from first idea to launch at startups and as an independent consultant. I judge the work by what it changes for the business, not just how it looks.

Experience

Lead Product Designer (Contract) — Xerxes Global

Nov 2024 – Present · Remote, US-based client

Sole designer on the products Xerxes Global builds for the Association of Retail & Consumer Professionals (ARC), a certification body for category management and shopper insights with members in 20+ countries.

- Redesigned ARC Campus from scratch, bringing four separate community websites into one platform for research, training, certifications, events and careers. Launched June 2025 and reached close to 47,000 unique users in its first 15 months.
- Designed ARC Training, where members take courses and track their progress inside ARC Campus.
- Designed the LMS the internal team uses to build and deliver those courses, replacing ARC's previous platform, Absorb, and built to be sold to other membership and certification organisations as a standalone product.

- Designed the admin console for ARC's corporate customers, so training managers can manage their teams, assign training and track completion.
- Created the design system behind all of it, keeping the products consistent and letting new sections launch without starting from scratch.

Independent Product Design Consultant

Oct 2022 – Nov 2024 · Remote

- Designed 40+ products from first idea to launch for startups and businesses across future of work, fintech, productivity, sales and social networking.

Design Lead — SquadStack

Jul 2021 – Oct 2022

- Designed the screening process for tele-callers, doubling the share of candidates who turned out to be good hires.
- Launched the redesigned SquadStack Partners Android app used by tele-callers in under 12 months, reaching an NPS of 46 at beta.
- Set up team processes and performance reviews for my direct reports, and earned a 4.5/5 manager rating from them.

Product Designer — Qatalog (acquired by ClickUp, 2025)

Apr 2020 – Jun 2021

- Designed Qatalog's first public release, a work hub that brings a company's people, projects, goals and tools into one place. Launched in under nine months and reached 500 users in its first month.
- Interviewed 50+ executives, team leads and individual contributors to shape the product, then tested it to a 90% task success rate and a 4.8/5 UX rating.
- Built the design system and reusable building blocks that let the team ship a new feature every week.
- Designed the prototypes used in investor demos that helped secure a $15M Series A.

Product Designer — Microsoft

Jun 2018 – Apr 2020 · Bengaluru

- Joined as the first designer on the redesign of Outlook on mobile web, used by both consumers and enterprises. Owned the inbox and key calendar experiences, and monthly active users grew from 65 to 70 million after launch.

- Found through research that over 65% of users opened the calendar just to note reminders, then designed a quick-capture flow to replace a long form built for enterprise meetings.
- Built the mobile web version of Microsoft's Fluent design system, which helped the growing design team work faster.
- Defined the design vision for bringing Outlook to the next billion users on low-cost KaiOS phones.

Co-Founder & Principal Designer — Lernr

Jan 2017 – Jun 2018

A platform for finding people nearby to learn skills from.

- Won Google Startup Weekend 2017, and used the prize money to build a working Android prototype with a development partner.
- Led product design, brand and marketing across social platforms.

UX Design Intern — Google

Sep 2017 – Nov 2017 · Singapore

- Designed Sparks for Google Pay (then called Tez): interactive cards people send along with a payment, such as a birthday cake the recipient blows the candles out on, to make paying friends and family feel personal. Shipped in the app and still in use today by its 60+ million users in India.

Design Intern, then Digital Designer — FOLO

Sep 2012 – Jun 2015

A design studio working on client projects alongside its own work in music, infographics and branding.

- Designed the first version of Khelnow, a sports social network that went on to become a leading Indian sports news platform.
- Designed and branded BillDesk One View, an end-to-end client portal for one of India's largest payment processors.
- Improved the app orchestration and deployment experience for Calm.io, a DevOps platform later acquired by Nutanix.
- Won a website design pitch for the Tata Institute of Social Sciences against three competing bidders.

Education

M.Des, New Media Design — National Institute of Design, Gandhinagar · 2015–2017

B.Tech, Computer Science & Engineering — National Institute of Technology Jamshedpur · 2009–2013

Skills

Product design — Zero-to-one product design · UX strategy · Interaction design · Information design · Visual design · Prototyping

Systems — Design systems · Entitlement and permission modelling · Complex workflow and state design · Failure and edge-state design

Accessibility — Inclusive design · Designing to WCAG standards · Products that work for people with visual, motor and cognitive needs

AI-assisted workflows — Scaling design systems · High-fidelity working prototypes · Directing AI with judgement and taste

Collaboration — Cross-functional collaboration · Design leadership · Design management · Art direction

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Achievements

Winner, Google Startup Weekend 2017

Languages

English (professional working) · Hindi (professional working)