Sai Tharun

Senior Product Designer

Simplifying complex products into clear, useful experiences.

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Experience

Licious

Senior Product Designer — Oct 2025 - Present

- Lead end-to-end design for buying journeys across fresh meat and seafood, from research to interaction and UI.
- Initiated Search 2.0 and owned the research, UX and UI. Currently in development.
- Translated familiar offline buying behaviours into digital experiences through Fish & Seafood 2.0, Mutton 2.0 and Freshness.
- Built the complete frontend for the New Category landing page in Codex and handed it over to developers for integration.

Games24x7

Deputy Manager, Product Design — May 2022 - Oct 2025

- Designed and shipped product flows, interactions and motion, informed by user research.
- Team Sensei: +2.34% ARPU for new users, expert-team usage from 18% to 31%, and +2% team saves.
- Mentored designers and improved design workflows. Employee of the Quarter, Oct-Nov 2023.

MoneyTap / Freo

Motion Designer — Dec 2020 - May 2022

- Created 50+ ads for MoneyTap, Freo Pay, Freo Save and Fit.Credit, supporting a ₹3Cr+ monthly performance budget.
- Produced social media creatives, with two campaigns featured on marketing platforms.

MPL

Motion Designer — Feb 2020 - Dec 2020

- Delivered campaigns for RCB and KKR, achieving 8% CTR and 450M+ reach across digital and TV.
- Created regional ads in six languages within 90 days and led a 12-member team's migration to Jira.

Mech Mocha

Motion Designer — Mar 2018 - Feb 2020

- Produced 150+ videos across eight Android and iOS apps, including trailers, user-acquisition ads and explainers.
- Worked on Jetpack Joyride, Hello Play, Hello Ludo and Rummy, collaborating across teams to improve production.

Capabilities

Product design | Interaction design | User research | Motion | Prototyping | Visual design | AI assisted frontend development

Tools

Figma | Rive | After Effects | Lottie | Illustrator | Photoshop | Premiere Pro

Education

B.Com
SV University · 2015-2018

ADVFX
MAAC · 2015-2018

Recognition

Featured on Wall of Portfolios
2026

Employee of the Quarter
Games24x7 · 2023

Best Employee Award
Mech Mocha · 2019

Portfolio

saitharun.com