Van Sarna
Product Designer

> " Design is thinking made visual "
Saul Bass

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Languages

English — Native

Spanish — Conversational

Hindi — Native

French — Conversational

Experience

June 2023 – Present 📍 Dubai, UAE
Product Designer
Pumble

Led market analysis, and feature prioritization — identified high-impact opportunities in onboarding and cross-platform ubiquity to enable 10,000+ active users in 3 months.

Achieved 35% Month-3 retention — surpassing freemium benchmarks (20–30%) through simplified flows and full feature access from day one for SMB and non-technical teams.

Drove 25% free-to-paid conversion for cake.com (vs. 15% industry avg.) + earned 4.5–4.7★ ratings and +50 NPS — thanks to intuitive design, no paywall friction, and price optimization.

March 2023 – Present 📍 Dubai, UAE
Product & Web Designer
Wind-UX

Managed full-cycle e-commerce projects (UX to launch) for AMADA, Incred Pets, Madegood Bars and Proteincookie Butter amonst others, Rapid Design and Development: 24+ projects in 52 days.

Designed Empaithy, An AI-Driven wellness tool, Achieved +44 NPS, 4.5★ rating from 5,000+ users, and M1→M3 retention lift from 28% → 35% — validating empathetic conversational design, usability, and sustained emotional engagement.

Worked closely with developing Flows & Funnels, web builder for businesses and teachers leading to 125% increase in conversions.

June 2019 – August 2022 📍 Toronto, CA
UI/UX Designer
Synergy Studio

Enhanced lead generation (21%) via website redesigns focusing on user experience and lead generation (Coldwell Banker & KITS Canada).

Conducted usability testing, A/B testing, and user research for CIBC Canada app, resulting in a 44% improvement in usability.

Developed and launched Flowwow app, a multi-category e-commerce platform leading to a 52% NPS Score.

July 2016 – November 2019 📍 Toronto, CA
Consumer Analyst
Ample Insight

Drove insights across diverse sectors (FMCG, E-commerce, etc.) using consumer psychology and data visualization (Tableau, Power BI).

Leveraged Tableau and Power BI to translate complex datasets into actionable insights through compelling visualizations.

Implemented data cleansing and trust hierarchy redesign, resulting in a 25% improvement in data analysis fidelity and accuracy.

Education

York University
Bachelors of Behavioral Sciences (BA)
July 2014

University of York
Masters of Human Computer Interaction
March 2020

Memorisely
Design System Bootcamp
March 2024

John Hopkins
Foundations of Neuroscience
November 2025

Google
UX Design certificate (1–7)
May 2023

Skills

Design

| Web Design | Mobile Design | User Experience | • Information Architecture • Prototyping • Testing | Design System |

Development

| React JS | • Wix studio • Webflow • Framer | Type script | Next JS | HTML | CSS | JS |

Tools

Figma — UI Design, prototyping

Maze — Product research

Adobe XD — UI Design, prototyping

Zeplin — Product research

Notion — Project managment

Sketch — UI Design, prototyping

Axure RP — Product research

Hotjar — User Analytics

Miro — Journey Mapping

Spline — 3D design