

SALONI GIRHEPUJE

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SUMMARY

Product designer with 6 years of experience, since late 2022 as the sole or founding designer on 0-to-1 products (creator payments, AI design tooling, consumer Web3). Grew an AI design tool from **~11k to ~50k users**, lifted 30-day retention from **20% to 45%**, and took a creator-payments product from concept to **first revenue**. Architecture-trained: I design the sequence and pacing of a product and tie each decision to **the number it moved**. I ship my own front-end in **production Next.js**.

PROFESSIONAL EXPERIENCE

Founding Product Designer, Hotly

Feb 2025 – Present

Consumer creator-economy startup (fans pay creators). Sole designer across five 0-to-1 products; I design and implement the front-end in **Next.js** and **Tailwind**

- Took Penpal (paid fan-to-creator messaging) from concept to revenue: **770 paid transactions** in 6 months with the pilot creator, **3.7 purchases per paying fan**, \$9.6K earned organically
- Designed and built the automated creator journey (payments, payouts, **18-email lifecycle**): **45% open**, **13% click** across 11K+ sends
- Conceived and ran Dome, a community space that turns fan replies into creator email lists: with **no marketing**, **38 of 94 domes** were started by fans who first showed up on another creator's dome, and reply rate in active communities rose from **20% to 76%**
- Shipped three consecutive 0-to-1 products from decision to live in **2–4 weeks each**; onboarded **220 creators** in 6 months

Founding Product Designer, Figr

May 2024 – Feb 2025

AI design-system generator for designers (prosumer SaaS). First designer; led a team of 3

- Grew Figr Identity from **~11k to ~50k users**: diagnosed v1's stall as too much manual input before value and drove the pivot to AI generation, cutting setup from **2 weeks to 10 minutes**
- Built it on **Figma's Plugin API**; shipped a **102-component library** and a custom QA plugin at 92% error detection, cutting review cycles from 5 days to 1.5

Senior Product Designer, Freelance

Nov 2022 – May 2024

- Designed Absinthe Labs' first-crypto onboarding and component system for a consumer product that scaled past **800K users**

Product Design Manager, Open Consulting Group

Jun 2020 – Nov 2022

Product lead on Mobland, a consumer Web3 game, Jun 2021 – Nov 2022; promoted from UI/UX Designer (Jun 2020 – Jun 2021, enterprise clients)

- Co-designed Mobland's retention mechanics (token-linked activity feed, achievement system): 30-day retention from **20% to 45%** on a 160K+ user platform
- As UI/UX Designer, led UX for 8 enterprise clients and built a component library adopted across 10+ products

PROJECTS

- [\[Demo ↗\]](#) **Fontify**, a 3D font explorer built at the Figma Make hackathon: contrastive learning and a custom autoencoder map 1000+ typefaces by visual similarity, so designers find type by neighborhood instead of scrolling a list
- **Motion**: I build motion graphics in After Effects and edited [Chitar Oli](#), a five-chapter documentary on public space

EDUCATION

Visvesvaraya National Institute of Technology (VNIT Nagpur)

2016 – 2021

Bachelor of Architecture, CGPA 9.0/10; Academic Excellence Prize for design

SKILLS

Design Figma (shipped a Plugin API product and a custom QA plugin), interaction design, design systems, user research, prototyping, customer-journey design

Research & Growth Usability testing, A/B testing, experimentation, funnel and retention design, growth design, metrics-driven design

Technical Next.js, Tailwind, Python, SQL, LLM/agent workflow design

Motion After Effects, DaVinci Resolve