Sanju Varma

Product Designer · Design Lead

Hands-on design lead shipping complex workflows and enterprise/B2B SaaS products end-to-end. I design in Figma and lead an AI-native design practice, using Claude Code and Cursor as creative partners to build artifacts and coded prototypes for handoff to engineering teams.

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Experience

Design Lead at Zūm

Apr 2024 – Present · Connected Mobility Experience

- Lead design end-to-end for dispatch, driver, parent and planning apps; helped launch 8 school districts as Zūm grew from 5,500 to 7,500+ schools and revenue grew 35% in 2025.
- Design and ship Zūm's AI: conversational and agent interfaces, AI-assisted routing and real-time monitoring, prototyping in code and testing with real users before engineering builds.

Design Lead at Tesla

Mar 2020 – Dec 2023 · Tesla for Business

- Set the design vision and took Tesla for Business 0-to-1 as hands-on lead with 3 PMs and 12 engineers; managed 2 designers. It grew to 150,000+ fleet vehicles in 27 countries.
- Built bulk ordering and delivery behind the Hertz and Uber deals: onboarding fell from 6 weeks to 15 minutes; sales grew 150% year over year in 2022.
- Led product strategy for Fleet API, Tesla's developer platform; streaming telemetry cut fleets' data costs 94%.

Design Lead at Cisco

Oct 2017 – Mar 2020 · Enterprise Networking

- Led a global team of 10+ designers in San Jose and Bangalore; created the Cohesion design system.
- Cut network setup from 3 months to 2 weeks with intent-driven orchestration.

Design Lead at Adobe

Jul 2016 – Oct 2017 · Admin Console

- Led 3 designers and a researcher, with 4 PMs and 20+ engineers.
- Moved business customers to digital licenses: adoption grew 200%, onboarding fell from 4–8 weeks to 1–3 hours.

Head of Design at PubMatic

Jan 2012 – Jul 2016

- Grew design from 4 to 8 across Pune, Redwood City and New York, with 4 PMs and 200+ engineers.
- Led PubMatic Analytics, the first real-time analytics for publishers; adoption grew 900%, from about 6% to 60% of customers.

Head of Design, Ads at Yodle (now Web.com)

May 2007 – Jan 2012

- Joined as founding product designer (employee #18); grew the design team to 15+ designers and researchers.

Product Designer at Hearst

Mar 2005 – Apr 2007

Skills

Leadership
Design strategy, vision and roadmap, hiring, mentoring, cross-functional leadership, influence without authority, stakeholder alignment, 0-to-1 in ambiguous spaces

Craft
User-centered design, interaction design, UI design, user experience (UX), visual design, accessibility, user research, usability and A/B testing, design systems, prototyping, AI coding agents, Figma, HTML, CSS, JavaScript, SwiftUI

Projects

Design and build my own apps with AI: dubara, Morning, Peek and Vibe (iOS, Mac, web).

Mentor on ADPList since 2022.

Education

Stanford Graduate School of Business
Entrepreneurship program (non-degree)

DePaul University
Master's, Computer Science (Human-Computer Interaction and Digital Cinema)

University of Mumbai
Bachelor's, Computer Engineering