

Surbhi Lahoti

Product Designer

New York City, NY · +1 (609) 836-8729

surbhilahoti.12@gmail.com
<https://www.surbhilahoti.com>
<www.linkedin.com/in/surbhilahoti>

Product designer specializing in complex platforms and O-to-1 products across AI, biotech, logistics and D2C. Turns fragmented workflows and competing stakeholder needs into clear product direction, scalable systems and production-ready interfaces.

Experience

Product Designer2026 – Present

BioNTech | New York City, USA

- Lead end-to-end design for 10 pilot services within an internal AI platform established as foundation for 60+ micro-services, from discovery through UI and engineering handoff.
- Own the shared design system and partner with 6+ business verticals to translate complex requirements into reusable AI interaction patterns and data-heavy interfaces.

Product Designer (intern)2025

CommitAI | New York City, USA

- Identified social friction as a source of drop-off through user research and redesigned the core accountability loop, which grew beta growth to 4,000+ users.
- Partnered with the founders on O-to-1 product and brand strategy across visual identity and go-to-market, supporting selection into the Launch Founders University cohort.

Design Manager2022 – 2024

DP World | Dubai, UAE

- Led UX design for a global B2B logistics platform spanning 50+ services across 14 ports.
- Reduced customer onboarding time by 25% by simplifying registration workflows.
- Built a design system across 8 product verticals and managed 6 designers, improving accessibility and reducing duplicated work

Lead UX Designer2019 – 2021

Wongdoody | Bengaluru, India

- Defined a unified information architecture for DP World's global port operations.
- Mentored 24 junior designers through an Agile UX bootcamp.

Education

Master of Science (Strategic Design and Management)2024 – 2026

Parsons School of Design, The New School | New York City, USA

Master of Design (Industrial Design)2017-2019

School of Planning and Architecture | New Delhi, India

Bachelor of Architecture2010-2015

National Institute of Technology | Jaipur, India

Skills

Design & Strategy

Product Strategy · Service Design · Platform & Interaction Design · Design Systems · Information Architecture · AI Product Design

Research & Tools

User Research · Usability Testing · Wireframing & Prototyping · Figma · Adobe Creative Suite · Miro