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Shubham Dhillon

Product Designer

Product designer taking an AI-powered SaaS platform from 0→1, after co-founding and running a startup. Leading work from user research and scope to shipped product. Expertise in complex workflows, human-in-the-loop AI and user research.

EXPERIENCE

Product Designer & Product Lead

Jan 2025 – Present

Sukudo Studios · Delhi

Visual Designer · Sep 2024 – Jan 2025

- Led Sorbit, an AI-powered SaaS platform for dubbing, from an unformed idea to 150+ users across 4 enterprises as its first and only designer. Owned research, PRDs, workflows, design and prototypes for engineering.
- Part of the founders' office on product direction and target users. Steered Sorbit from a full content pipeline to a dubbing-first platform.
- Ran the product round in engineering hiring, interviewing 20+ candidates, and lead the 5-engineer team it produced, setting scope, priorities and tasks.
- Ran 14 interviews with writers, project managers and voice artists to set the build order, starting with Review, the stage clients work in.
- Designed a human-in-the-loop translation flow, an AI first draft that a writer proofreads, which cut turnaround from 5–6 days to about a day with first drafts 80–90% accurate.
- Replaced Google Drive and WhatsApp in client review with Sorbit's Review stage, removing separate file storage and the upload and download time behind every handoff for in-house teams, 3 client and vendor companies and 20+ freelancers.
- After rollout, studio output grew about 3x with the same studio team.
- Before Sorbit, created 3 AI-assisted automations before AI agents existed. An audio and video merge cut a 3-hour task to 3 minutes, a bulk subtitle burn-in tool replaced Turbo Scribe, a paid tool the team relied on, and a translation pipeline saved 2–3 days per project.

Co-founder

2021 – Aug 2024

Homey's · Mohali

- Co-founded Homey's straight out of college as one service for everything users living away from home need, from a place to stay and meals to laundry, a gym and housekeeping. Reached 60+ paying members within 2 months of launch and leased more properties to keep up.
- Spotted a gap for healthy, home-style food in the nearby industrial areas and started a corporate catering line. Pitched 30+ offices, signed 12, and grew to 400+ daily meal subscriptions.
- Owned marketing, sales and the member experience, leading a team of 14, and designed the brand, collateral and outdoor campaigns, with the co-founder running operations and finance.
- Grew the business to up to ₹20 lakh in monthly sales and sold it in August 2024.

SKILLS

Research. User interviews, workflow observation, usability testing, journey mapping, competitive analysis.

Product. PRDs, scoping and prioritisation, roadmapping, feature definition, stakeholder alignment, engineering collaboration.

Design. Interaction design, information architecture, user flows, wireframing, prototyping, design systems, AI workflow design, visual and brand design.

Tools. Figma, Framer, Cursor, v0, Claude, ChatGPT, Midjourney, Adobe Creative Suite, Mixpanel, Google Analytics, Notion, Jira, Supabase, HTML and CSS.

PROJECTS

Flunto

2025 – Present

A speech therapy app for users who stutter, designed as a complete product with a guided practice journey, voice-recorded exercises, reflection lessons and a community.

EDUCATION

B.Tech, Information Technology

2017 – 2021

Chandigarh Group of Colleges · Landran, Mohali