



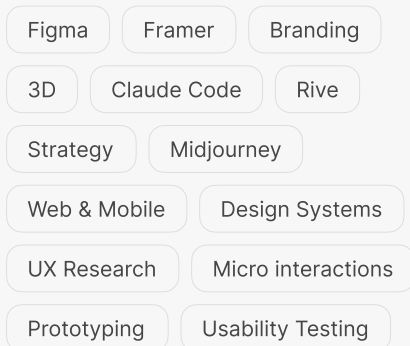
Vansita Addanki

Product Designer



Product Designer with 3+ years of experience specializing in AI-native and B2B SaaS products from 0→1. I work closely with founders and engineers to turn complex workflows into clear, usable products across product strategy, UX, design systems, brand, and rapid prototyping.

Skills



Education

May 2020 - April 2024

NIT, Rourkela

-B.Tech in Civil engineering

Highlights

Shipped 20+ products across B2b, SaaS, AI, and ecommerce. Design engineering with AI-assisted coding to turn ideas into working products faster.

Experience

Growth Factory Ventures — Founding Designer Nov 2025 - Present

VentureOS / Pitch Protocol:

- Took VentureOS from idea to shipped MVP in ~1 month, using code prototyping to rapidly test and iterate with engineering.
- Designed the founder application experience from scratch, now processing 1,000+ applications from founders.
- Designed the investor diligence experience, turning complex AI research and verification into clear workflows; validated it through usability testing with VCs and GPs.
- Designed the admin layer for a pipeline of 15 VC funds, enabling teams to review, evaluate, and act on incoming deal flow.

Growth Factory:

- Shaped the brand and web experience across Growth Factory's venture studio and capital arms.
- Shipped products across the studio model, partnering with founders to turn early concepts into usable experiences.

TURBOML — Founding Designer May 2024 - Sept 2025

- Led product design for TurboML, transforming complex ML workflows into a simple, usable visibility platform.
- Built a scalable design system that improved developer handoff and consistency across the product.
- Partnered with founders on product direction and pivots, including TurboTrace, a tracing tool for AI workflows.
- Established the brand across product, marketing, and investor materials, strengthening the product's overall presence and credibility.

DROOL —Agency Apr 2024 – May 2024

- Sole designer for an AI-powered fashion ecommerce app, shipping the MVP in under 1 month and validating a pivot from AI image generation to personal styling.
- Designed the mobile experience that drove 500+ early signups.
- Worked directly with founders through a business-model pivot, adapting the product experience for rapid iteration.

SHAPESHIFTER Aug 2023 – Apr 2024

- Designed an AI-powered job portal from scratch, running 10+ usability tests to optimize onboarding and conversion.
- Led pivot from B2B to B2C, redesigning workflows for career coaches instead of individual job seekers, improving trial-to-paid conversions.
- Delivered 5+ founder projects (Skyloop, Frodo, etc.) during tenure, balancing speed with usability for early-stage founders.
- Cut onboarding drop-off by 32% and optimized landing pages in line with business needs.