

Gajendra Saroya

Senior Product Designer

Pune, India (IST), open to remote

gajendra.saroya@gmail.com

[linkedin.com/in/iamgajendra](https://www.linkedin.com/in/iamgajendra)

gajendrasaroya.pages.dev

SUMMARY

7+ years in product design (UX/UI) for creator platforms: publishing, monetization and community, on web and mobile (iOS). I start from what people already do, including the workarounds they invent.

EXPERIENCE

Scroll Media

Senior Product Designer (promoted from Product Designer)

Dec 2018 – Present

- Designing **Stck since its start in 2020**: a platform where writers sell directly to readers.
- Shipped **creator features**: creator homepage, drafts, library and **print-book publishing**.
- Partner with **product managers, engineers and stakeholders** from wireframes to launch.
- Before Stck, created **sign-up and login** and a **subscription model** for Scroll.

SELECTED PROJECTS

Stck · Lead designer

Stories and Chapters

2022 – 2023

Serial fiction on Stck: writers publish a story chapter by chapter and sell each chapter or the whole story. **I led the design**: chapters on the existing editor, two ways to pay and PDF import. It began as a writer workaround and became **Stck's signature format**.

Stck · Co-lead designer

Pro Subscription

2023 – 2024

A paid plan that lets top-earning creators keep more of their earnings. I **owned the upgrade journey end to end**: pricing, prompts at feature limits and lapse states. **Pro grew steadily**.

Stck · Sole designer

Comments

2024

Readers talk to writers without leaving the story: a side panel on desktop, a sheet on phones, then comments on single paragraphs. **Weekly comments grew many times over**.

Stck · Product designer, iOS

Stck Reader App

2025 – Present

Stck's reading app for discovering, reading and paying for stories. I designed the iOS app: onboarding, reading themes, the paywall and the library. **Now a major way readers reach Stck**.

EDUCATION

Poornima College of Engineering, Jaipur

B.Tech, Computer Science

2014 – 2018

SKILLS

UX/UI Design · User Research · Usability Testing · A/B Testing · Information Architecture · Interaction Design · Wireframing · Design Systems · Accessibility · Monetization Design

TOOLS

Figma · Sketch (design and prototyping) · Google Analytics · HTML · CSS · Claude · ChatGPT

INTERESTS

Happiest on a mountain trail. Most of my time off goes to treks and hikes.