

Disha Sahdev

Director of Design & Brand Strategy

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PROFILE

Design and product leader with 13 years of experience scaling technical B2B products from 0 to 1 inside engineering-first, AI-led companies. Joined Plivo as its first in-house designer, built a unified design function spanning product and marketing, and grew into owning brand strategy and positioning for the company. Partner closely with the CEO on AI product strategy, and led the work to consolidate three communication products into a single agentic platform that now anchors Plivo's voice AI direction. Currently run a hybrid human and AI brand strategy team, pairing a small core of people with four AI agents across positioning, content, partnerships, and research. Happiest when turning complex technical products into something people actually understand and want to use.

CORE CAPABILITIES

Scaling Design in Engineering-First Orgs • Product Design & 0 to 1 Development • AI Product Strategy • Hybrid Human + AI Team Design • Brand Architecture & Positioning • Partnership Development & GTM • Events & Brand Visibility • Data-Informed Decision Making

EXPERIENCE

Plivo Bangalore

July 2018 – Present

Director, Design & Brand Strategy

2025 – Present

- **Own brand strategy and positioning for Plivo's evolution into an AI-led voice platform.** Shape the narrative, competitive framing, ICP definitions, and brand voice that sit underneath every go-to-market motion.
- **Built Plivo's VC Partnership Programme end to end**, from the initial idea and credits structure through onboarding. Brought on **seven tier-one VCs** in a single quarter: Elevation Capital, Blume Ventures, Lightspeed, Nexus, Kae Capital, SPC, and Together Fund. Programme has driven measurable lift in product adoption.
- **Own the India events charter end to end**, including branding, messaging, experience design, evaluation, and budget. Built Plivo's India Voice AI network presence **from zero in under four months**, secured participation at India AI Summit, and opened up a steady pipeline of qualified leads and product insights from on-ground conversations.
- **Built a hybrid human and AI brand strategy team.** Three humans extended by four AI agents, each one shaped for a specific part of the brand function:
 - **Brand & Positioning Lead**, the day-to-day thinking partner on positioning, competitive landscape, ICP definitions, and brand architecture across voice and tone.
 - **Content & Thought Leadership**, responsible for content strategy and long-form writing across channels.
 - **Events & Partnerships**, handling event evaluations, speaking abstracts, event content plans, partnership proposals, and co-marketing.
 - **Research & Intelligence**, keeping the other agents sharp with competitive intelligence, market trends, and landscape updates.

Associate Director, Design

2020 – 2025

- **Led AI product development across all pods as strategic partner to the CEO**, effectively operating as the de facto project manager. Drove the consolidation of three separate communication products into a single unified platform with agentic flows, which now sits at the core of Plivo's voice AI direction.
- **Shipped three AI-powered communication channels** during the early days of AI adoption, each for a distinct use case. These established the technical and experience patterns the product continues to build on today.

- **Scaled the design function from one designer to a team of seven**, spanning product designers, visual designers, and front-end UI developers. Unified product and marketing design under one org and built a culture where designers think and operate like product managers, owning lifecycles from 0 to 1 through scale.
- Defined strategy, execution, and launch plans for two end-to-end omnichannel solutions serving sales and support teams.

Senior Product Designer

2018 – 2020

- **Joined as Plivo's first in-house designer in an engineering-first environment.** Redesigned the Plivo Console across all product lines, covering UX, information architecture, and a reusable, developer-focused design system. **Hit 70% adoption within three months** of public launch.
- Led the design overhaul of Plivo's marketing website, partnering with founders, PMs, and marketing to line up business objectives with the user experience.

BrowserStack Mumbai

July 2016 – June 2018

Product Designer

- **Led the design of BrowserStack's Enterprise edition**, targeting accounts with annual revenue potential above \$150,000. Core features included single sign-on and user management. Within six months of launch, the Enterprise product added **\$3.6 million to annual recurring revenue.**
- **Designed the information architecture of the web platform** to support scaling multiple products, and defined intuitive user flows aligned with business goals.
- **Delivered a seamless pricing migration for 22,000 customers** across three pricing versions to a new, simplified structure. **Only two of 16,900 migrated customers** reported any lack of clarity.
- Partnered with the Data Warehousing team to design an interactive usage analytics tool that helped customers evaluate usage patterns and make informed purchase decisions.

TrulyMadly Matchmakers Delhi

September 2015 – July 2016

Senior UI/UX Designer

- **Sole designer:** restructured internal design-to-QA processes, ran extensive user research, and developed monetization strategies under the co-founders' guidance. Shipped monetization features and a product facelift across Android and iOS.

22 Feet Tribal Worldwide Bangalore

October 2013 – September 2015

Web and Visual Designer

- Delivered responsive web, social, game design, and photography direction for a portfolio spanning Titan, Kingfisher, Mahindra e2o, and other multinational and indigenous brands.

EDUCATION

Bachelor of Design, Communication Design

Symbiosis Institute of Design, Pune, India