Pranav Pradeep

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Lead Product Designer at SuperProfile (Cosmofeed)

Designed every AutoDM automation and lead it day to day with engineering. On its AI Lead Qualifier, I talk to the creators using it, work out what's holding it back and what to fix first, and convince the head of product to ship it.

Experience

SuperProfile (Cosmofeed)

An all-in-one platform for creators, businesses and agencies to sell their products and services, and grow their business. With AutoDM (automated Instagram responses) and SuperAds (ads on Instagram and Facebook), they get their freebies, links and paid offers to more people.

Lead Product Designer · Jan 2026 to present
Product Designer · Oct 2024 to Dec 2025

AutoDM · Instagram automations launched April 2025

3 in 4 paying creators come to SuperProfile for AutoDM.

AutoDM has no product manager, so I work directly with the engineers. I designed every Instagram and Messenger automation and did the competitor analysis, and turned the Messenger designs into front-end PRs.

- **Referral link sharing up 10%+** after I brought the referral nudge into AutoDM.
- **Fewer clicks to a first automation.** For creators with no automation yet, AutoDM's empty screen now shows their latest posts and stories, so they can pick one and start straight away.

AI features

Lead Qualifier Agent · Current focus · launched Nov 2026

An AI agent that runs the conversation when someone on Instagram shows interest in a creator's products or services, and qualifies them as Hot, Warm or Cold. 2,000+ qualified leads in its first 3 weeks.

- **70% of qualified leads now come through a workaround I suggested.** Having the agent reply the moment someone comments needed more engineering time. So the comment's AutoDM message ends with a question, and the agent takes over from the reply, knowing which reel it came from.
- **I run the creator feedback loop.** I onboard creators (doing the setup myself for busy ones), find what holds the agent back, and recommend what to fix first, to fit the product's current stage. Stakeholders decide and engineering builds.
- **124 test chats before launch.** I owned the answer key used to judge if the agent was ready, across five kinds of business.

Brand Collab Agent, an AI receptionist that collects deal details from brands. I convinced the head of product to add the creator's rate card to setup, so it can recommend which requests are worth taking instead of just listing them all (case study).

How I work. I write the PRD and spec, design in Figma or Claude Code, and turn the designs into front-end PRs with Claude Code and Codex, without writing code myself. Engineering reviews and integrates them.

Earlier experience

OwnPath · Product design fellowship · May 2023 to Jul 2024
FOND · Freelance industrial designer, smart dog collar · Apr to Jun 2023
PESU Venture Labs, Bangalore · Design Associate · Oct 2022 to Apr 2023

Education · Bachelor's degree in Industrial Design, PES University, Bangalore, 2022