Sriharsha (Harsha) Garlapati

Product designer and growth lead · Co-founder, Oncourse AI

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Bengaluru, India · works in IST, overlaps US and EU

I co-founded Oncourse AI and grew it to 80,000+ signups, mostly organic, with a team of 8 and no outside funding. I've spent six years designing and shipping consumer products, from investing apps used by 5M+ investors at Tickertape to apps my spouse and I build at HouseHold Inc. I take part-time work in product design, onboarding, monetisation and growth.

80,000+ signups at Oncourse AI, mostly organic	**18M** views since March from our UGC creators and accounts	**+67%** Portfolio page conversion after my redesign at Tickertape	**3 apps** designed and shipped end to end, built with AI coding agents

EXPERIENCE

Co-founder, Product, Design and Growth · Oncourse AI — 2024 – present

AI exam prep for doctors, nurses and pre-meds: USMLE, UKMLA, NEET-PG, INI-CET, NCLEX, MCAT · getoncourse.ai

- Grew to **80,000+ signups**, mostly organic, with a team of 8 and no outside funding. Rated 4.8 on the App Store.
- Own product strategy, discovery and design end to end: onboarding, paywalls and pricing, home, AI tutor, Smart Notes, flashcards, question bank, case-based learning and retention loops.
- Run our UGC creator programme: recruit and brief **35 creators**, write their scripts, and run our own TikTok and Instagram accounts. **18M views since March 2026**, half from creators and half from our accounts. Showed that creator videos showing the product and a real result drove our best sales, and moved the team to judge every channel by paying users, not output.
- Ran the growth stack: PostHog funnels, RevenueCat trial-to-paid by course, App Store custom product pages, and SEO across 47,000+ lesson pages.

Co-founder, Design and Engineering · HouseHold Inc. — 2026 – present

A small product studio I run with my spouse · I design, build and ship everything with AI coding agents

- **Caddie** (usecaddie.app): a Mac app for tasks, notes, calendar and meetings. It records calls without a bot, then its AI agents draft the follow-ups: Linear issues, invites, Slack messages and invoices.
- **Noma** (nomatravel.xyz): a travel app for iPhone and web to map where you've been, collect passport stamps and plan trips.

UX Consultant, part-time · GreyLabs AI — Jun 2024 – Feb 2025

Designed product flows and interfaces for an AI startup, alongside Oncourse.

Founding team · People+AI (EkStep Foundation) — Oct 2023 – Jun 2024

Early team at a non-profit initiative building open AI products and communities for India.

Associate Product Manager, Platform · Tickertape by smallcase — 2022 – 2023

Investing research platform for 5M+ retail investors in India

- Owned the roadmap, discovery and delivery for the Platform pod with 2 designers and 10+ engineers.
- Ran pricing research that reshaped the plans and **raised revenue 5%**.
- Restructured navigation and added a home widget that **raised routing to the Portfolio page 52%**.
- Started Research Ops, and reworked discovery and delivery with engineering, design and QA, which **raised sprint velocity 42%** quarter on quarter.

Product Design Intern · Tickertape by smallcase — 2021

- Redesigned the Portfolio page, which **raised conversion 67%**, and helped 20 designers document a token-based design system.

Earlier, and volunteering — 2019 – 2023

- **Cogno AI (now Exotel)**, UI/UX design and development intern: dashboards for 30+ enterprise clients including SBI, ICICI and HDFC; Bajaj Allianz SmartAssist app used by 10,000 agents; a Figma design system built as a front-end framework used in 6+ products.
- **CureAssist**, ML and UI/UX intern: a graph-based symptom chatbot, and video consults for doctors in India and Estonia.
- **iSPIRT / ProductNation**, volunteer (2021–23): India's national digital health stack (ABDM) with the National Health Authority.

EDUCATION

NMIMS, Navi Mumbai · 2018 – 2023
B.Tech in Computer Science and MBA in Technology Management and Marketing (dual degree)

SKILLS

Design: Figma, prototyping, design systems, research
Growth: activation, paywalls, pricing, creators, SEO, ASO
Building: Claude Code, SwiftUI, Next.js, Expo, Convex