Design Builder (Design-led Product Lead), Spyne

Nov 3, 2026 · @Sanjay Varnwal

- **Location:** Gurgaon, India (US hours overlap, regular travel to US dealerships)
- **Experience:** 4 to 8 years in product design or design-led product roles
- **Reports to:** Head of Product
- **Type:** Full-time

About Spyne

Spyne builds the AI operating system for US car dealerships. Our software runs in 1,500+ US dealerships, and we've grown 30x in under 3 years. We're backed by Accel, Vertex Ventures and Storm Ventures, and founded by operators from Amazon, Cox and OYO.

We sell 4 things. Studio AI handles visual merchandising, so a vehicle gets online faster. Vini AI runs conversational sales and service agents. Lot Service and AI Contact Service pair our AI with human teams.

A dealership makes little on the car itself. Its gross comes from finance and insurance and from the service drive, and its costs pile up every day a vehicle sits unsold. Every product we ship has to remove days or remove cost for the dealer.

The role

You'll own a Spyne application end to end: what it solves, how it looks and works, when it launches and how it performs after launch. You come from product design, and you'll run the app as its single owner. You decide what gets built, build what dealers see, ship it, and answer for its numbers.

Our users are a service advisor writing repair orders at 7am, a BDC agent working the day's leads, a sales manager tracking how fast cars get online, a general manager reading the month. They have no patience for software that adds a click. Your job is to make Spyne the tool they'd fight to keep.

You'll build the front end yourself with AI coding tools. Engineers on your app build the backend and core platform with you. You set the priorities and the bar for what ships.

What you'll do

- **Own the roadmap.** Decide which dealer problems your app solves, which it skips, and in what order.
- **Learn from dealers.** Watch dealer staff work, on calls in US hours and on site at US dealerships. Find the step that wastes their time.
- **Design and build.** Turn what you see into a working prototype in days, in code. Ship the front end to production on the Spyne Design System; backend and core platform changes go through engineering review.
- **Launch it.** Take the app from first prototype to live dealers. Run the pilots, onboarding and launch until the first 10 to 15 dealers are live, then bring in the revenue team to scale sales while you keep owning the product.
- **Manage it after launch.** Own adoption, usage, retention and the metric the app exists to move: days removed, cost removed, appointments booked or time to get a car online. Review it weekly and fix what slips.
- **Be the single owner.** Dealer requests, bugs and releases for your app come to you. You run the work across engineering, Customer Success and sales.
- **Hold the taste bar.** Every screen in your app passes your review before it ships.

Your first year

- **By day 30:** you've shadowed dealer users across sales, service and BDC, taken ownership of your app, set its success metric and shipped your first change to production.
- **By day 90:** you've launched your app, or a major release of it, to its first live dealers, with its success metric tracked weekly.
- **By month 12:** your app is live past its first 10 to 15 dealers, the revenue team is scaling it, and it's moving the metric it was built for. Dealers and our field team point to it as the bar for Spyne software.

Who you are

- 4 to 8 years in product design or design-led product roles, 3+ of them on shipped software that working people use every day: ops tools, B2B SaaS, marketplaces.
- You've owned a product or major product area end to end, from problem to launch to the numbers after, as a designer, product lead or founder.
- A portfolio of shipped work with outcomes. Show us the before, the after, what you cut and what it moved.

- You already prototype in code with tools like Claude Code, Cursor or React, and you've shipped at least 1 thing real users used. A side project counts.
- Product sense you can defend: you can explain which problem to solve first and which to skip.
- Taste you can explain. You can say why a screen works in plain words, without leaning on trends.
- You can run a team you don't manage: engineers, sales and Customer Success follow your priorities because they're clear.
- You write clearly and keep decisions short.
- You're comfortable working US hours from Gurgaon and travelling to US dealerships.

Bonus: experience with auto retail or field operations software, or you've started something of your own.

How we hire

1. Intro call, 30 minutes.
2. Portfolio deep dive. Walk us through 1 product you owned: the problem, the calls you made, how it performed after launch, what you'd change.
3. Dealer simulation. A dealer user describes their day; you find the problem worth solving and sketch the answer live.
4. Paid build day. Design and build a working prototype of a real Spyne workflow and share it as a live link.
5. Conversation with our CEO.

To apply, send your portfolio and 1 thing you've built that people used.