

Kaushik Panchal

PRODUCT DESIGNER

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EXPERIENCE

LEAD PRODUCT DESIGNER

IDFC FIRST Bank

MAR 2023 - AUG 2024

- Redesigned an innovative credit card dashboard providing real-time updates on usage, dues, and offers. Enabling business to grow by **2X at scale**.
- Helped Credit Card Business increase conversion in high revenue products & features by **25%**
- **Increased Re-KYC success rate by 50%** by redesigning alerts and prompt
- Delivered incremental releases of BAU features for Savings Accounts
- Designed digital credit cards concept to enable scale and speed for new card launches by **7X more speed** and **90% less development cost**
- Mentored and guided junior designers to level up their skills, confidence and to navigate through day to day challenges

LEAD PRODUCT DESIGNER

Vedantu

JUN 2021 - DEC 2022

- Led design and release for a search feature through incremental release cycles, **50% increment** in content consumption and **2X increase** in user engagement
- Designed a content library experience to help users discover and consume content. Leading **2X increase** in content consumption, **30% increase** in satisfaction score and **25% increment** user retention
- Released a gamified learning feature leading **50% increase** in consumption of test property and **2X increment** in user engagement.
- Mentored and guided junior designer to level up their skills and help them navigate through day to day challenges

SENIOR PRODUCT DESIGNER

Hike Messenger

MAR 2019 - NOV 2020

- Led design of a feature that enabled users to chat and interact using stickers and personalised HikeMoji avatars. **25% increment** in sticker usage
- Designed an interactive and responsive chat interface personalised for each user through AI and ML technology improving sticker chat experience. **25% increment** in sticker usage

PRINCIPAL PRODUCT DESIGNER

Bewakoof

MAY 2018 - MAR 2019

- Created Comprehensive Design System: Designed a robust design system from scratch, enabling the rapidly growing brand to cater to a young user base.
- Record-Breaking Implementation: Implemented the design system to develop web pages for offers and products, leading to record-breaking sales.

SENIOR UX/UI DESIGNER

MobMe Wireless

NOV 2016 - MAY 2018

- Developed B2B Solutions: Designed AI-based ticketing systems, survey creators, and white-labeled mobile solutions for clients at MobMe.
- Addressed Unique Challenges: Created products that resolved unique use cases and challenges for customer service executives handling hundreds of daily complaints.

UI/UX DESIGNER

Jio

AUG 2015 - JUN 2016

- Collaborated with a team of designers to create a comprehensive ecosystem of mobile-based products, facilitating the record-breaking launch of the world's largest and fastest-growing telecom brand.

USER INTERFACE DESIGNER

DezineZync Studios LLP

NOV 2014 - AUG 2015

- Collaborated in a small team of three to design and develop customized mobile solutions, tackling unique client challenges alongside passionate developers, making the experience both challenging and enjoyable.

USER EXPERIENCE DESIGNER

BookMyShow

AUG 2013 - OCT 2014

- Designed and implemented a ticketing solution for the T20 Cricket World Cup, resulting in record-breaking ticket sales for the ICC
- Developed user-friendly micro-sites and interfaces for event brands, driving exceptional sales performance
- Collaborated with cross-functional teams to optimise user experience and enhance customer satisfaction.

SENIOR UI DESIGNER

Parity Cube Pvt. Ltd.

JUN 2012 - AUG 2013

- Designed web-based interfaces for a forum-based coupons and deals platform.

ASSOCIATE UX/UI DESIGNER

Experience Commerce

MAY 2011 - MAY 2012

- Pioneered India's first iPad-based restaurant menu platform for United Breweries, facilitating real-time information exchange between customer-facing menus and restaurant staff, enhancing operational efficiency and customer experience.
- Designed and released first iPad based digital magazine for Campaign India

FREELANCE WEB & UI DESIGNER

kaushikpanchal.com

MAY 2009 - MAY 2011

- Specialised in crafting visually stunning and user-friendly websites with expertise in responsive design, user interface design, and front-end development. Proficient in Photoshop, Illustrator, and Dreamweaver, dedicated to delivering high-quality, custom designs that enhance user experience and drive engagement.

SKILLS

Product Design

UX Design

UI Design

Interaction Design

Information Architecture

Prototyping

Communication

Leadership & Mentorship

Problem Solving

Cross-function Collaboration

Business Acumen

Agile Methodology

Stakeholder Management

CERTIFICATIONS

DESIGN LEADERSHIP WORKSHOP

By Saurabh Gupta @ ZEUX Innovations

Jul 2024

LEAD WITH EXCELLENCE

Vedantu

Sep 2022

EDUCATION

DIPLOMA

Electronics & Telecommunications

2004 - 2007