



HEMANTH PEDAGADA

HEAD OF PRODUCT DESIGN

Product Design Leader with 14+ years of experience, currently **leading a 20+ member design team** and driving design strategy, product vision, and execution at scale. Experienced in building high-performing teams and delivering impactful digital products across FinTech, Gaming, Travel, SaaS, and EdTech. Passionate about leveraging AI to accelerate innovation, elevate design efficiency, and create customer-centric experiences that drive measurable business growth.

Contact

- +91 7702044658
- hemanthpedagada039@gmail
- Linkedin
- Portfolio
- Bengaluru

Core Strengths

- Design Leadership
- Product Strategy
- UX Strategy & Research
- Team Building & Mentorship
- Stakeholder Management
- AI-Powered Design
- Cross-Functional Collaboration
- Data-informed Decisions

Tools

- Figma
- Adobe CC
- Notion
- Mixpanel
- Anthropic
- Claude
- Maze
- lovable
- Miro

Education

BFA (Applied Arts) • 2014
Osmania university

Certificates

HFI certification • 2017
Certified Usability Analyst (CUA)

IIT, Bombay • 2018
HCI Certification

- Bharatpe Merchant Platfrom**
Redesign of Merchant & UPI app
- Bharatpe Invest**
Gold, Mutual Funds & FD Experience
- Paytm Travel (0>1)**
Scaled travel booking to 200k+ daily

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Design is not just how it looks, it’s how it works and how it scales.

**14+**
Years of Experience

**30+**
Products Designed

**20+**
Designers Led

**100M+**
Users Impacted

**140%**
YoY Products Growth

 **BharatPe** | **Head of Product Design**Jan, 2026 - Present

- Built and scaled a **20+ member Product Design team**, establishing team structure, hiring, design processes, critique culture, and cross-functional ways of working.
- Owned design strategy and execution across multiple product verticals**, including Merchant App, Task Management, Zillion Rewards, UPI, Investments, QR ecosystem, and Merchant Platform experiences.
- Defined the product design vision and roadmap with executive leadership**, aligning customer needs, product strategy, and business priorities to deliver scalable, high-impact experiences.
- Established scalable design systems and AI-powered workflows**, improving design quality, consistency, collaboration, and speed across the end-to-end product development lifecycle.

 **Gameskraft** | **Product Design Leader**Feb, 2022 - July, 2025

- Built and led an 8+ member Product Design team**, establishing design processes, critique and review practices, and strong cross-functional collaboration across Product, Engineering, and Business.
- Defined product design vision and strategy** in partnership with leadership, translating user insights and business priorities into scalable experiences across multiple gaming products.
- Led product strategy and end-to-end design for Add Cash and New Player Onboarding (0→1)**, contributing to **3× growth in engagement, retention, and revenue**, while improving **Add Cash conversion by 30%**

 **zomentum** | **Product Design Manager**Feb, 2021 - Feb, 2022

Led and managed a 5+ member Product Design team, driving end-to-end design delivery, research, design quality, mentorship, and cross-functional collaboration to build scalable, high-impact B2B SaaS experiences.

 **upGrad** | **Lead Product Designer**Nov, 2019 - Jan 2021

I collaborated within an Agile process with UX designers, product owners, project managers and UI developers. From concept to launch, I worked with cross-functional teams to create user-focused solutions, mentoring other visual designers and evaluated team performance.

 **Paytm** | **Senior UX Designer** ||Mar, 2017 - Nov, 2019

Presenting designs to executive management, I was responsible to produce wireframes, storyboards, and visual designs for travel booking flow. I independently managed fast-paced projects and designed innovative products to highlight competitive advantages.

 **suneratech™** | **Senior UX Designer**Dec, 2014 - Feb, 2017

I collaborated with product owners, stakeholders, and UX team to implement innovative product solutions. I also executed visual designs for dashboards, web applications, and mobile apps (iOS/Android).

 **C&K** | **UX Designer**Dec, 2012 - Nov, 2014

Not only coordinating various UX/UI projects and implementing creative ideas, I also made sure to collaborate with the UX team to meet client requirements to maintain the consistency of the projects completion within deadlines.

Looking forward for the next big adventure 🚀