



HEMANTH PEDAGADA

DIRECTOR OF PRODUCT DESIGN

Product Design leader with 14+ years of experience building high-performing design teams, shaping product strategy, and delivering impactful digital experiences across FinTech, Gaming, Travel, SaaS, and EdTech. Passionate about leveraging AI to accelerate innovation and create customer-centric products that drive business growth.

Contact

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- 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

Director of Product Design

Jan, 2026 - Present

- Built and scaled the Product Design team, establishing hiring, design processes, reviews, and cross-functional collaboration.
- Led end-to-end design for key initiatives, including Merchant App, Task Management, Zillion Rewards, UPI, Gold & Silver Investments, QR, and Merchant Platform experiences.
- Defined the product design vision and roadmap in partnership with executive leadership, aligning user needs with business goals across multiple product verticals.
- Established scalable design systems, UX standards, and AI-powered design workflows to improve design quality, consistency, and delivery speed.

Product Design Leader

Feb, 2022 - July, 2025

- Built and scaled the design team, establishing design processes, reviews, and cross-functional collaboration.
- Defined the product design vision and roadmap in partnership with executive leadership, aligning user needs with business goals across multiple product verticals.
- Led product strategy and end-to-end design for Add Cash and New Player Onboarding (0>1), driving 3x growth in user engagement, retention, and revenue while improving Add Cash conversion by 30%.

Product Design Manager

Feb, 2021 - Feb, 2022

I led design delivery and project management at Zomentum, overseeing design concepts, visual design, and research analysis. Also, monitored the Research team, ensured quality assurance for design and technology outputs and managed junior designers.

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.

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.

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).

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 🚀