

.edge

DotEdge Design

Where Strategy Meets Product Design

sayhello@dotedge-design.com 

+918928494922 

dotedge-design.com 

| Connecting the Right Dots.

.edge

Ideas are dots. Impact happens at the edge. DotEdge Design exists to bridge the gap between what businesses want to build and what people actually need.

From fintech and healthcare to SaaS, AI, and enterprise platforms, we design trusted products by solving the right problems.

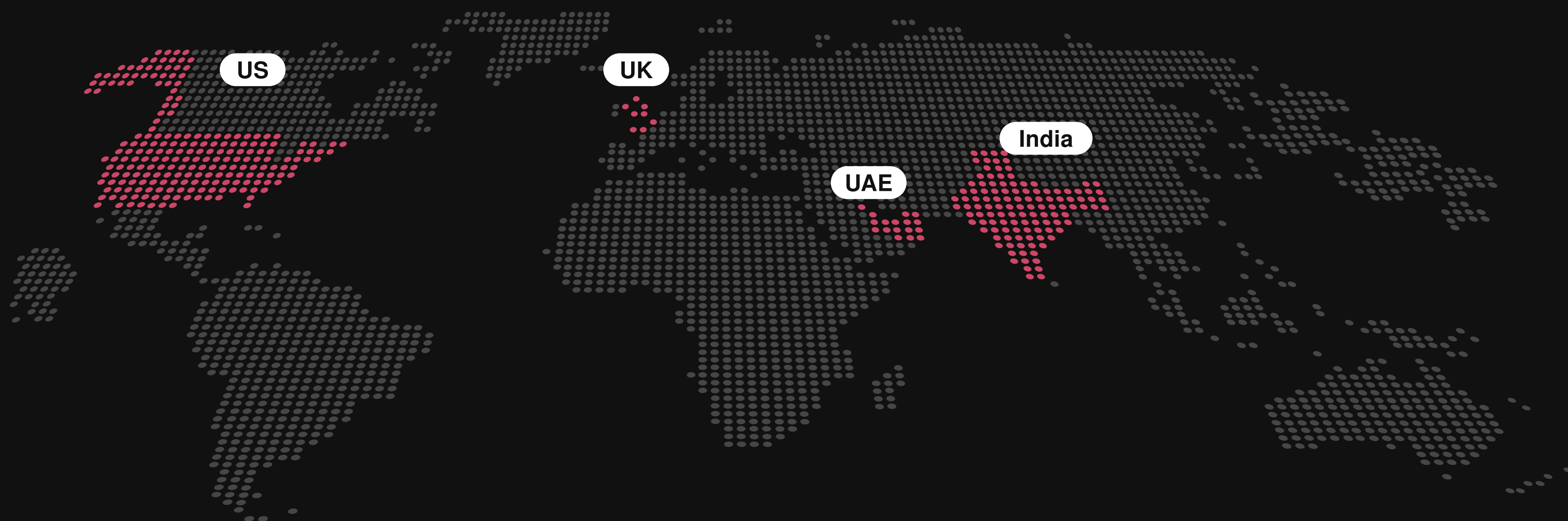
How We Design Fintech Products



| Our Global Partners

.edge

Trusted by innovative teams across India, United Kingdom, United States, and United Arab Emirates.
From Fintech to Trade Intelligence - we've designed products that scale across industries.



| Design With Real-World Constraints In Mind

.edge

We design products that balance user needs, business goals, technical feasibility, security requirements, and scalability from day one.



PRIVACY & DATA SECURITY

Designing experiences that prioritize user privacy and responsible data handling.

Data Privacy • Compliance • Consent Management



ACCESSIBILITY & INCLUSION

Creating products that are usable, inclusive, and accessible to diverse audiences.

WCAG • Inclusive Design • Financial Literacy



COMPLEX WORKFLOWS

Transforming complex processes into intuitive and efficient user experiences.

User Flows • Process Optimization • Usability



SYSTEM INTEGRATIONS

Designing seamless experiences across platforms, tools, and connected systems.

APIs • Integrations • Data Ecosystems



TRUST & TRANSPARENCY

Building confidence through clear communication and predictable interactions.

Transparency • Clarity • User Confidence



SECURITY-AWARE UX

Balancing strong security requirements with frictionless user experiences.

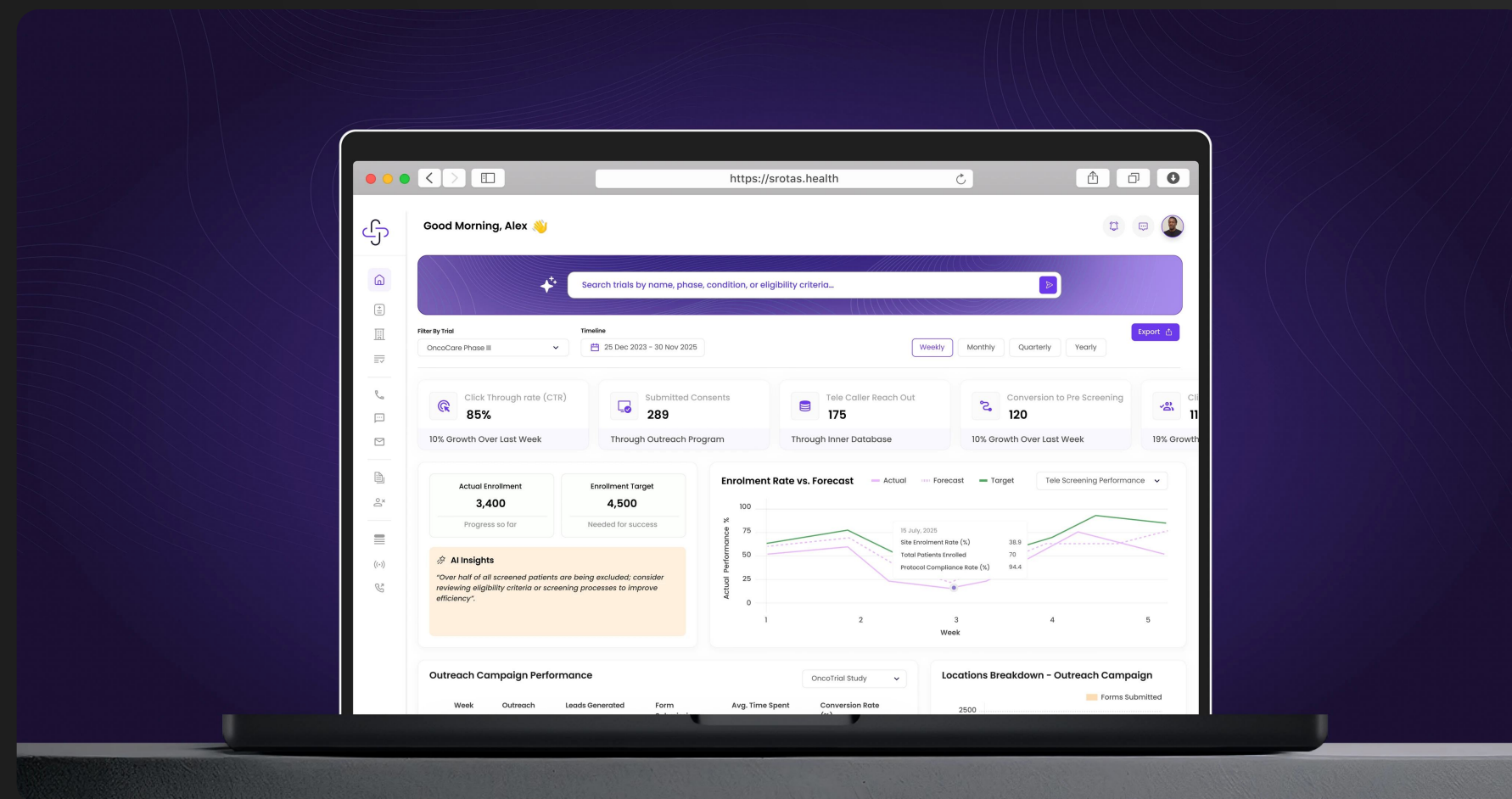
Authentication • Access Control • Auditability

Our Projects

Some of the work we've been building lately.

AI & HEALTHTECH

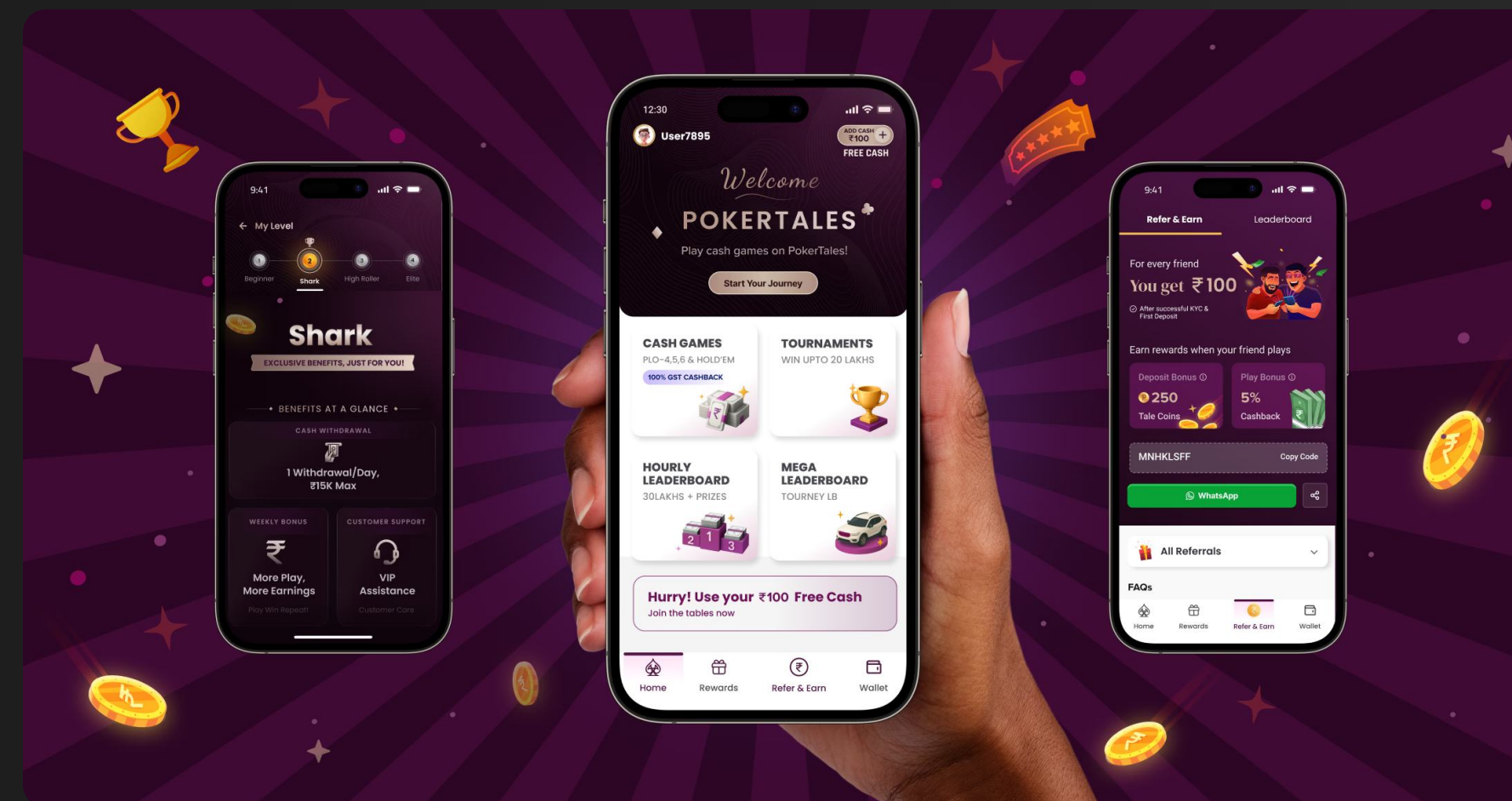
AI-powered platform (Srotas Health) that accelerates trial matching, eligibility checks, and patient recruitment with privacy-first design.



[View Case Study](#)

POKERTALES

Modern poker app with intuitive UX, fair matchmaking, and responsible gaming features built for engagement and trust.



[View Case Study](#)

[View All](#)

| Choosing the Right Design Partner

A clear comparison to help you choose the partner that fits your product needs.

CRITERIA	IN HOUSE TEAM	OTHER AGENCIES	.edge
Speed & Focus	Slower start; hiring + onboarding required.	Fast kickoff, but attention divided.	Quick ramp-up with focused execution.
Domain Understanding	Learns domain gradually; depends on team experience.	Strong designers, but domain depth varies by team.	Familiar with Fintech, AI, and data-heavy SaaS from prior projects.
Engineering Collaboration	Alignment is good but bandwidth varies.	Provides handoff, but build-phase support is often minimal.	Structured handoff + design support during development when needed.
Accountability	Can shift based on internal priorities.	Ends after delivery; low continuity.	Clear reasoning, follow-through, and sustained clarity.
Cost & Flexibility	High long-term cost and commitment.	High cost with rigid scopes.	Flexible models aligned to product stage and workload.

Partnership Model

Choose the plan that matches your product's stage and pace.

Short Term Project

From \$999

● Mini-Build

For existing products that need focused improvements, not a full rebuild.

- Improve existing user flows
- Design new features
- Refine UI clarity
- Extend design system
- Handle real edge cases
- 3-4 Weeks

Best value to price

From \$1,799

● MVP Focused

For early-stage teams shaping the product's core structure.

- Well-mapped user flows
- Structured wireframes
- Polished UI design
- A compact Design System foundation
- A dev-ready handoff
- 4-6 Weeks

[BOOK A CALL](#)

Retainer

Book a call

● Design Partner

For teams shipping fast and needing continuous support.

- Includes MVP Focused features
- Foundational Research
- Unlimited async collaboration
- Continuous iterations & updates
- Design system upkeep
- Prioritization Support

What Our Clients Say



SUMAN BHASKARAN
Co-Founder & CEO, Srotas Health

Partnering with DotEdge Studio has been a game-changer for Srotas Health. Their ability to quickly grasp complex ideas, back them with research, and translate them into clean, high-impact design solutions is unmatched. Every project reflects a rare blend of speed, strategy, and depth, they don't just design; they think, challenge, and elevate.



SHUBHANGI RASTOGI
Founder & CEO, Mind Alcove

DotEdge Design helped us reimagine the Mind Alcove app with clarity, empathy, and simplicity. They deeply understood the sensitivity of mental healthcare and translated it into an experience that truly feels intuitive and human.



SHANU JHA
Founder, Pokertales

DotEdge Design has been an integral part of Pokertales, taking full ownership of the project and demonstrating a deep understanding of UX design. Their thoughtful, high-quality designs perfectly align with our vision and consistently enhance the user experience.



JOSEPH THOMAS THACHIL
Co-Founder & CTO, AkquaintX

DotEdge Design bring a rare blend of design leadership, creative vision, and product intuition, thinking beyond just visuals to the core of user and business needs. Their ability to turn abstract ideas into coherent, impactful experiences makes them an exceptional design studio.



ANIKET KULKARNI
Director & CEO, Kamayakya

DotEdge Design helped us simplify a complex investing experience into something users could understand and act on with confidence. Their attention to usability, clarity, and product thinking played a key role in shaping a more intuitive investment journey.

+ MANY MORE

Book a quick *30 MIN* call with us

A short, focused conversation to understand your product and share practical insights.

WHAT WE'LL COVER

- ✓ Where you are in your product journey
- ✓ A first look at UX risks/opportunities
- ✓ What's blocking speed or clarity
- ✓ Whether we're the right fit

BOOK A CALL



sayhello@dotedge-design.com 

+91 8928494922 

dotedge-design.com 