

KASHISH BHUMBRI

Gurugram, India | kashish.bhumbri@gmail.com | [LinkedIn](#) | [Portfolio](#)

Profile

Product Designer with 5 years of experience designing consumer and merchant-facing products at scale. I bring a sharp balance of aesthetic rigour and interaction craft, consistently delivering experiences that are both visually considered and functionally precise, grounded in user research and validated through data.

Professional Experience

Senior Product Designer, ixigo - Flights, Gurugram

Jun 2025 to Present

- Conceptualized and led design of Trip Mode - an industry-first, post-booking travel companion feature that delivers real-time contextual intelligence, including boarding gate updates, check-in counter information, currency exchange guidance, and AI-assisted travel checklist creation & more; designed as an ambient, low-friction experience that surfaces the right information at every stage of the traveler's journey.
- Revamped critical revenue-impacting user flows, including ancillary selection and booking confirmation, applying structured UX research and interaction design principles to reduce drop-off and improve conversion across high-traffic funnels.
- Designed Live Activity for both Android and iOS — a persistent, lock-screen-native flight companion surfacing real-time departure countdowns, boarding gate, check-in counter details, and seat information; drove a 5% increase in bookers actively tracking their flights and reached 3,500 DAU, improving engagement-driven repeat rate.

Product Designer, Blinkit, Gurugram

Jun 2023 to Jul 2025

- Designed Blinkit Ambulance — a BLS emergency response feature launched in Gurugram (Jan 2025) with a sub-10-minute ETA promise; validated against a two-click end-to-end booking benchmark through usability testing, cognitive load analysis, and behavioural benchmarking against low-stakes booking flows.
- Drove post-launch optimisation through a trust-layer UI module and an A/B-tested swipe-to-confirm interaction that reduced cancellation rates by 60%, recovering a critical drop-off signal within weeks of launch.
- Achieved an NPS of 80 at launch — reflecting strong product-market fit and a high-trust user experience in a high-stakes, first-time-use context.
- Designed and shipped Gifting as a net-new consumer feature: orders with gifting intent grew from 8% to 15% (+87%), repeat purchases from gift senders increased from 23% to 31% (+35%), and average order value on gifting orders rose from ₹430 to ₹510 (+18.6%) — expanding Blinkit's use case beyond utility.
- Designed Blinkit Seller Hub from the ground up; compressed seller onboarding from 30+ days to 7–9 days, enabling 1,000+ brand onboardings and contributing directly to a +1% daily GMV uplift at platform scale.
- Designed internal merchant-facing tools to streamline operational workflows, improving merchant efficiency and reducing friction across the seller ecosystem.

Product Designer, FanClash, Gurugram

Jan 2023 to May 2023

- Partnered with product managers and senior stakeholders to define and deliver FanClash International MVP - a real-money e-sports betting platform designed for a Gen Z audience; translated complex regulatory and engagement constraints into a clean, high-trust user experience.
- Redesigned core app flows to align with evolving brand guidelines while maintaining engineering feasibility, enabling a faster and more cohesive product release cycle.
- Independently designed the end-to-end UI for BLITZ - a dedicated CS:GO esports competition platform - spanning tournament discovery, match participation, and results communication.

Product Designer, Squareboat, Gurugram

Mar 2022 to Jan 2023

- Delivered Dr. Reddy Laboratories' digital product suite - one of India's largest pharmaceutical companies - spanning feature definition, interaction design, and production-ready UI.
- Designed SVASS, a simplified web-based healthcare management app, handling full design ownership from research through handoff.
- Designed an internal employee benefits and policy management dashboard used by 200+ employees — enabling staff to independently view their insurance policy tier, coverage limits, and available features; reduced dependency on HR queries by surfacing self-serve policy clarity in a clean, accessible interface.

UI Designer, Designit, Wipro, Bengaluru

Sept 2021 to Mar 2022

Designed high-fidelity prototypes and interactive mockups for client-facing pitches and enterprise software products for Wipro; including HRMS and internal tooling; translating complex functional requirements into visually compelling, stakeholder-ready presentations that supported Wipro's business development and service delivery teams.

Visual Designer, NoughtOne, Delhi

Jun 2019 to Sept 2021

- NoughtOne — a homegrown hybrid utility wear label — redefining the visual language, tone of voice, and brand system across digital, packaging, and collateral.
- Led campaign design for India Fashion Week 2019, Lakme Fashion Week 2023, and seasonal brand drops; delivered culturally resonant assets that fueled community growth and brand visibility.

Founder, IDGAD, Delhi

May 2019 to Jan 2023

- Founded IDGAD — a youth-first streetwear label built on the ethos of daring to achieve — and led all brand, design, and business execution as a solo founder from concept to market.
- Built a creative-first brand community from the ground up by forging collaborations with musicians, producers, dancers, and independent artists from India's hip-hop and arts ecosystem — establishing the brand as a cultural touchpoint rather than a transactional label.
- Generated 10L+ in revenue and sold 650+ units within 8 months of launch with zero external funding.
- Made a deliberate strategic transition out of the venture due to scalability constraints, channelling the brand-building, systems thinking, and user empathy developed as a founder directly into Senior Product Design roles at high-growth startups.

Education

College of Art, Delhi University

Bachelor's in Fine Arts, Jul 2015 to Jul 2019

Specialization: Applied arts

Links

[Portfolio](#)

Areas of Expertise

- Product Design, Interaction Design, 0-to-1 Product Development, Prototyping, UX Research & Usability Testing

Technical Proficiencies

Design Tools:	Figma, Adobe AE, Illustrator, Photoshop, Framer, Miro
UX & Research:	Usability Testing, Prototyping, User Journey Mapping, Wireframing
Development	Design Systems, Component Libraries, Figma Auto-Layout, Developer Handoff, HTML/CSS Basics
Handoff:	
Platform Knowledge:	iOS & Android Design, Responsive Web Design, Design Tokens
AI Tools:	Midjourney / DALL-E, ChatGPT / Claude, Lovable / V0, Replit

Languages

English, Hindi