Saptak Paul

Product Designer

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Career Summary

Experienced Product/Visual Designer with 10+ years of expertise in product design. Skilled in user-centered design, product strategy, and enhancing usability across digital interfaces. Over the years, I have led and contributed to the design of innovative, user-centric digital experiences across various industries. I excel at collaborating with cross-functional teams to deliver impactful solutions, optimize user journeys, and drive product growth. Passionate about creating intuitive, visually engaging experiences that align with both business objectives and user needs.

Professional Experience

Product Design Manager – Pincode (PhonePe Shopping Solutions):
Jan 2024 - Present

- Leading the development of Pincode's product design language, improving usability and engagement through widgets, design system updates, wireframes, homepage revamps, and style guides for native UI pages.
- Collaborate with PMs, designers, and stakeholders to align features with user needs, driving growth and satisfaction while managing loading experiences and micro-interactions for seamless journeys.
- Oversee end-to-end product design, including Bottom Navigation, homepage widgets, motion design, address flow updates, order notification sounds, IPL

campaign UI, Seller App features, Price Genie UI, video widgets, and loading experiences for cohesive UX.

- Implement AI in the design workflow, ensuring legal compliance, and support team growth by preparing job descriptions, hiring visual designers, and conducting interviews.

Product Design Manager – PhonePe:

Jul 2023 - Jan 2024

- Led the "Design Excellence" team, a cross-functional visual design group supporting the growth of five business units.

- Scaled the team from 4 to 9 members, establishing design frameworks, processes, SOPs, and competency matrices.

- Led hiring efforts and optimized team structures for growth and efficiency.

Principal Product Designer – PhonePe:

Jan 2021 - Jul 2023

- Revamped the PhonePe loader system in line with new brand guidelines, auditing ~1500-2000 screens and collaborating with stakeholders to implement a unified UI loader motion design system, resulting in a faster, more intuitive loading experience based on positive UX feedback.

- Led the visual design charter for PhonePe 2.0, evolving the brand identity and creating iconic motion features like payment animations, bottom navigation interactions, and Petris MOVE.

- Crafted innovative product experiences including PhonePe devices, Gold revamp, Help Center updates, Dark Mode, Consumer Lending, Transactions,

Account Aggregator, and Rewards, aligning with business objectives and collaborating with the product team for impactful solutions.

Sr. Visual Designer – PhonePe

Oct 2017 - Jan 2021

- Led CRM activities during PhonePe's 0-1 phase, creating design strategies to onboard brands and retain users through personalized visual campaigns for Prepaid Recharge, Money Transfers, DTH, Electricity, and Credit Card bill payments.

- Designed wireframes, layouts, and templates for CRM assets, including in-app touchpoints and HTML TnC pages, ensuring multilingual support for diverse users.

- Collaborated with PMs, marketing, and analytics teams on A/B testing to optimize KPIs, including email open rates, conversion rates, and user engagement.

- Conducted interviews to expand the "Creative Team," contributing to PhonePe's growth initiatives.

- Pioneered the introduction of Motion design and 3D at PhonePe (2019-21), integrating dynamic animations and interactive experiences to elevate design standards and align with business goals.

UI/UX Designer – Truweight (Possible):

Oct 2015 - May 2016

- Redesigned the Truweight Client App (now Possible) to help 10 million users manage meal plans, track health data, schedule nutritionist appointments, and log meals.

- Collaborated with Founders and Engineering to brainstorm and integrate new features into the app.

- Designed key features including Meal Plan Management (Plan and Log, Search and Add Meals), User Feedback, and Nutritionist Appointment Booking.

- Contributed to 1000+ success stories, supported 20+ nutritionists, and featured 20+ Superfoods.

- Revamped visuals based on wireframes, extended user flows, and handled end-to-end design of UI, illustrations, and iconography.

- Contributed to the website homepage revamp, incorporating features like Nutritionist appointments, Superfood products, and a BMI calculator.

UI/UX Designer – App Mantras:
Oct 2014 - Sep 2015

- Maintained and enhanced the Plan Piper (Patient App), helping patients track medication, diet, and exercise regimens with reminders for optimal healthcare.

- Designed and developed the Plan Piper (Medical Professionals App) and its dashboard, enabling custom medication, diet, and exercise plans and appointment scheduling.

- Collaborated with the Founder and Team Lead to identify problem statements, brainstorm ideas, and develop impactful solutions.

- Sole UI/UX Designer responsible for creating IA, sitemaps, user flows, and wireframes in Balsamiq, incorporating feedback, and collaborating with the development team.

- Led end-to-end design for both the Patient and Medical Professional apps, including UI, iconography, and illustrations for features like Self Plan

Management, Reminders, Registration, Analytics (Patient App), and Dashboard, Client Management, Appointments (Medical Professional App).

- Contributed to the design and development of the Plan Piper and Mantra Billing Services websites and dashboards using HTML and JavaScript.

- Worked with an external client to redesign QuikWell (Doctor App), enhancing utility features, convenience, and adding gamification elements.

Core Skills

Product Design Skills:

- User-Centered Design, Product Strategy, Interaction Design, User Research, Prototyping, Wireframing, Usability Testing

Technical Skills:

- 3D Design, Motion Graphics, Sound Design, User Interface, UI Design, UX Design, HTML, CSS, JS, Motion Design, 3D Design, Sound Design, Visual Design, User Experience

Tools:

- Figma, Adobe Suite (After Effects, Photoshop, Illustrator), Blender, RIVE, Webflow, Spline, Ableton Live, Protopie, Framer, Visual Studio Code

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Education

Bachelor of Science (BSc) in Animation & Multimedia

Arena Animation, Manonmaniam Sundaranar University

2011 - 2013, Bengaluru

Licenses & certifications

Google UX Design Professional Certificate (7 course series)

Coursera

2024

Languages

- English (Fluent)
- Hindi (Fluent)
- Bengali (Fluent)

Portfolio & Socials

- [Portfolio (Website)](#)
- [Vimeo](#)
- [Instagram](#)
- [Dribbble](#)