Vaibhav Bansal

Senior Product Designer

Noida, Uttar Pradesh, India | Bangalore, Karnataka, India
+91 98733 78232 | vaibhav.bn@gmail.com
linkedin.com/in/vaibhavbn | vaibhavbn.framer.website

SUMMARY

Product designer with 6+ years in regulated fintech, most recently Senior Product Designer at Gojoko Technologies across MCF and Reevo Money, two UK lending brands serving **500,000+ users**, owning the loan servicing app (**100,000+ active users**) end to end. Builds design systems engineers adopt (**40% faster handover**) and now designs AI-augmented workflows where AI works to documented rules, not luck.

SKILLS

Design & UX: Product Design, UX Research, User Flows, Journey Mapping, Wireframing, Prototyping, Interaction Design, Information Architecture, Usability Testing, Accessibility (WCAG), A/B Testing, Human-Centered Design, Onboarding Design, Mobile-First Design

Design Systems: Atomic Design, Component Libraries, Design Tokens, Style Guides, Cross-team Design Consistency, Machine-Readable Systems

AI & Augmentation: Prompt Design, AI Output Evaluation, Structured Prompts, AI-Ready Design Systems, GitHub Copilot, AI-Generated Documentation

Tools: Figma, FigJam, Framer, Jira, Confluence, Maze, Miro

Collaboration: Agile/Scrum, Stakeholder Management, Cross-functional Leadership, Developer Handoff, KPI Definition

EXPERIENCE

AI-Augmented Design Practice | Independent

Jun 2026 - Present | Noida, Uttar Pradesh, India

- Rebuilt design tokens, components, variants and naming into machine-readable, rule-based systems so AI-generated screens stay on-system without drift.
- Created structured prompt frameworks and pass/fail evaluation checklists, including accessibility gates for contrast, touch targets and states, so AI output is measured before it ships.
- Applied the practice end to end on vaibhavbn.framer.website: a token-driven design system with automated checks, and KeyClack, a macOS app built from idea to release.

Senior Product Designer | Gojoko Technologies

Jun 2024 - Jun 2026 | Noida, Uttar Pradesh, India

- Owned UX from research through production handoff across MCF and Reevo Money, two UK lending brands serving **500,000+ users**.
- Cut developer handover time by **40%** with a Figma design system, later extended to a new savings product, and GitHub Copilot-generated design.md docs that surface Figma changes to developers.
- Reduced post-launch support tickets by **23%+** by owning end-to-end UX for the loan servicing app (**100,000+ active users**).
- Raised loan application completion by **27%** through weekly UX audits, user research and data-informed design changes.
- Shaped **50%** of the product roadmap by defining KPIs and design goals with product and engineering leadership.
- Redesigned the Reevo Money login flow around AWS Cognito and had it in live testing within **14 days** after the authentication vendor withdrew.
- After the Reevo app launched, against the same borrower cohort: customer NPS up by double digits, renewals up about a tenth, missed payments down about a tenth, and collections a few percent cheaper.

Lead Product Designer | Byte Digital Consulting Pvt. Ltd.

Jul 2023 - Jun 2024 | Noida, Uttar Pradesh, India

- Render Networks: Redesigned a contractor field operations platform with no prior design investment, cutting documentation time by **48%** and improving operational efficiency by **32%**.
- Capshul: Designed core journaling, habit tracking and emotional-logging flows for a consumer wellbeing app.
- MathDingo: Designed age-specific, gamified learning flows for a maths platform for school students.
- Ran usability testing and information architecture reviews across 3 concurrent products.

Senior UX Consultant | Xebia

Dec 2021 - Jul 2023 | Gurugram, Haryana, India

- AU Small Finance Bank (AU101): Led end-to-end UX for digital lending in a regulated BFSI environment, covering onboarding, lead capture and document verification.
- Letshego: Designed micro-lending flows and financial dashboards optimised for mobile-first field agents across multiple African markets.
- Built compliance-ready design systems for 2 client engagements, standardising design decisions to cut back-and-forth with engineering.

User Experience Consultant | StatusNeo

Mar 2021 - Dec 2021 | Gurugram, Haryana, India

- Jio Digital Services: Shaped UX patterns and interaction standards for consumer products at national scale as part of the early design team.

Lead User Experience Designer | GetWork

Aug 2020 - Feb 2021 | Gurugram, Haryana, India

- Founding designer: built the marketing website and job-seeker portal from scratch, setting the platform's visual language and UX foundation.

User Experience Designer | AntiAlias Ventures

Mar 2020 - Aug 2020 | Delhi, India

- Designed conversion-focused web experiences for fintech and consumer brands, including Rupee Redee (fintech lending), Peatos (FMCG) and Dance Forever.

User Experience Designer (Internship) | Xccelerata

Dec 2019 - Mar 2020 | New Delhi, India

- Redesigned onboarding for a medical centre device deployed across Canada, meeting Canadian regulatory requirements and cutting support calls by **10%**.

EDUCATION

DesignBoat UI/UX School

UI/UX Design Certification | 2019 - 2020

Dyal Singh College, University of Delhi

B.Com (Hons.) Finance

Adarsh Public School

Senior Secondary, Commerce

CERTIFICATIONS

- Google Prompting Essentials (Google, 2025)
- Become a UX Designer from Scratch (IxDF)
- Design Thinking: The Ultimate Guide (IxDF)
- Accessibility: How to Design for All (IxDF)
- Interaction Design for Usability (IxDF)