Abhinav Pandey

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EXPERIENCE

Product & Design Lead @ Perpetuum
January 2023 - Present

Founding product and design lead, working closely with the ex-CPTO of Airtel's $3B+ digital division (home to Wynk, Airtel Xstream, Payments Bank, and other platforms), to design and ship four 0→1 consumer products over two years.

- Designed Reve Parties — positioning Reve as "Club OS 2.0": users RSVP to curated events via the app and attend IRL(Core Flows - Onboarding, ticketing, access gating, and FOMO content loops.). ***Outcome: ~50 Lakh GMV & 2500+ party attendees.***

- Conceptualized and prototyped "Reve: Direct-to-Date" — a new dating interaction model replacing the stagnant 'talking stage' with direct-to-date IRL connections. ***Outcome: ~1.5 Million USD soft-commitment from Tier-1 VC.***

- Spearheaded SpillI (Open Beta) — built as a location-first, interest-graph–driven product enabling real-world discovery through conversational voice content and hyperlocal topic tagging. ***Outcome: ~5 Million USD soft-commitment from Tier-1 VC.***

- Designed and launched SpillI (Closed Beta) — a voice-first social platform that replaced passive feeds with active participation via prompt-based voice creation. ***Outcome: ~10 min avg session time, 2000+ Creators & 4500+ Installs.***

- Led multi-round UX pivots across all products using qualitative feedback loops, growth experiments, user testing and user behavior analytics to reshape core feature flows and retention strategy.

- Owned design systems, brand visual language, and end-to-end experience architecture across all Perpetuum products, creating consistent identity across experimental bets and investor-facing artifacts.

Product Designer @ Striker (MPL)
April 2022 - December 2022

Part of the founding team @ Striker (MPL) that shaped up a massively feature packed MVP in 20 weeks from concept to launch and kept working to take it to PMF.

- Delivered several core user flows like - Drops (getting Player Cards), Fantasy (Using Player Cards) and Crafting (Upgrading Player cards).

- Navigated the complexities of 0 → 1 - constant scope changes and design iterations.

- Laid down the visual design language of the app. Setup design system foundations and created a basic set of components that ensured we moved quickly.

- Worked with cross functional team members from Product, Program, Engg and Marketing teams to launch a new product from scratch in ~20 weeks

- Striker grew to ~25k DAU and ~1 million total NFT trades in around 7 months since its inception

Product Design Intern @ MPL
July 2021 - March 2022

Designed for Mobile Premier League (MPL), the largest skill-gaming platform in India, as part of their MPL Fantasy and Design System team.

- Part of the team that brought MPL's biggest feature for IPL 2022 - MPL Fantasy Pro (Team Trading), from concept to release. Impact: +5-10% GMV.

- Spearheaded the Product UI Design for MPL Fantasy. Collaborated with stakeholders, peers and developers to quickly ideate, create and ship pixel perfect User Interfaces.

- Worked on Quick Edit, a feature that reduces time taken by users to edit fantasy teams. Impact: Reduction in Editing time ~80%.

- Led design efforts in shipping - Quick Access, a feature that helps users accessing their recently played matches.

- Ideated and executed several quality of life changes in Vector Design System (VDS), MPL's own design system. This included building of new components and updating existing foundational elements like typography and iconography.

PROFILE

- Lead Product & Design specialist for 0→1 consumer products.
- Shipped VC-ready consumer products across social, gaming, and IRL-first platforms.
- Built design systems, visual identities, and product narratives from scratch.

SKILLS

- User Research & Insight Synthesis
- Market Analysis & Opportunity Mapping
- Systems Thinking & Service Blueprinting
- Product Strategy & Concept Validation
- Wireframing, Prototyping & Interaction Design
- Usability Testing & Rapid Iteration
- Design Systems, Brand Design and Visual Architecture
- Cross-functional Collaboration & Early Team Execution
- Project & Stakeholder Management

EDUCATION

Sardar Vallabhbhai National Institute of Technology, Surat

B. Tech in Mechanical Engineering
June 2019 - May 2023

PACE Junior Science College, Andheri (West)
May 2017 - May 2019

RYAN International School, Kandivali (East)
April 2011 - May 2017