

Heramb Khanvilkar

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“Fostering design-first culture to create inspirational products from India”

Sr. Product Designer, Jupiter

Bangalore | November 2022 - Present | Full-time

- Conceptualised and designed India's first **translucent credit card**, achieving a 50,000-person waitlist within the first 24 hours of its debut at Global Fintech Fest 2023
 - Prototyped and user tested multiple options to finalise materials and finishes
- Led the design and implementation of **Jupiter's Rupay & Visa credit card**, focusing on user needs and visual appeal to create an exceptional customer experience
 - Crafted detailed user flows, wireframes and interactive prototypes
 - Incorporated qualitative and quantitative insights from usability studies on prototypes with target users and reduced **25%** customer support tickets post-implementation
 - Optimised the credit card application funnel, achieved **11% drop-off rate**
- Shaped the **Payouts product experience** for acquiring Salary Accounts of large enterprises by streamlining their financial processes
 - Collaborated with enterprise partners to understand needs and challenges
 - Co-authored a research report on B2B Salary disbursement
- Chaired the **design system charter**, driving its maintenance and ensuring adherence across teams, increased efficiency for designers and developers, and enhanced overall product quality
- Evangelised design team's say in shaping product strategy, **secured buy-ins** from PMs
 - Mentored 3 early career designers, who cross reported to me, through **coaching sessions** and **actionable feedback**

Sr. Product Designer, Unifynd Technologies

Mumbai | July 2022 - October 2022 | Full-time

- Designed an app and loyalty micro-games which increased stores' sales in malls by **20%**

Sr. UI UX Designer & Analyst, Kennect technologies

Mumbai | Jan 2022 - June 2022 | Full-time

- **Lead design** and product for scheme creation and other modules for incentive compensation SaaS
- **Mentored junior designers** and developers to effectively use design practices

UX Designer, sumHR Software

Pune | July 2019 - Nov 2021 | Full-time

- Designed Attendance, Leaves, OKRs, 360 reviews, Helpdesk, Payroll to automate HR processes for **300+ companies and 20k+ users** on web and mobile. Increased growth in new customer by **25%**
- Mobile-first designs of Android and iOS apps led to a **200% growth** in new user retention
- Collaboratively built a responsive 50+ page company website on Webflow **within 60 days**

Education

Bachelors of Engineering (Electronics), DY Patil's Ramrao Adik Institute of Technology