

# Kunal Katre, Lead Product Designer

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## Work Experience

### Eka.Care (Orbi.health) Lead Product Designer

JAN 2021 - NOV 2025

- Architected Co-WIN vaccine flows driving **20M+ downloads & #1 Play Store rank (health category)**, plus early ABHA adoption flows.
- Founding designer for the patient app (**0 → 10M+ installs, 4.7★, 70k+ reviews**); designed the camera-based Heart Rate Monitor, improving conversion to 75% via research-led redesign.
- Built a token-based Design System with automated pipelines (**Figma to Swift/Kotlin/CSS**), and architected a Server-Driven UI framework that enabled rapid B2B integrations with partners like Samsung and Medanta.
- Designed the 'Smart Prescription' and 'Vitals' ecosystems, connecting doctor inputs to patient commerce; launched the HXNG **e-commerce pilot (Design + Webflow)** to validate early revenue models.
- Owned marketing web stack, reducing campaign launch TAT from **1 week to <2 days** via AI-assisted workflows.

### Crio.Do Founding Designer



NOV 2019 - JAN 2021

- Established initial UX for the "Learn by Doing" platform, supporting **1,000+ early developers** and adoption across **100+ campuses**.
- Shipped the core MVP environments that validated the business model, directly supporting the **Pre-Series A funding raise**.

### Flipkart Product Designer 2



AUG 2017 - NOV 2019

- Redesigned seller listing platform with high-density UI and bulk-editing for **100,000+ SKUs**
- Delivered data-driven promotions tool with predictive analytics and **personalized recommendations**
- Contributed to early **Marketplace Design System**, establishing consistent patterns at scale

## Education

### Indian Institute of Technology (IIT), Guwahati CGPI: 8.12

Bachelor of Design (B.Des) with Minor in Mechanical Engineering

JUN 2013 - JUN 2017

## Skills

- **Core:** Product Strategy, End-to-End UX, 0-to-1 Product Launch, B2B2C Platforms, Data-Driven Design
- **Systems & Ops:** Design Systems, Server-Driven UI, Design Ops, Rapid Prototyping
- **Research:** Usability Testing, A/B Experimentation, User Journey Mapping, Accessibility (WCAG)
- **AI & Engineering:** LLM Context Management, Model Fine-tuning (Hobby), Prompt Engineering, Local LLM Deployment (Ollama/LM Studio).

## Tools

- **Design & System:** Figma (Variables, Auto-Layout), Token Studio, Style Dictionary, FigJam
- **No-Code & Build:** Webflow, Framer, HTML/CSS (Basic), GitHub (for Design Systems & webpage)
- **AI & Speed:** AI Workflows (for research/assets), Napkin.ai, Cursor (for simple code edits)
- **Research & Analytics:** UserTesting, Hotjar/Mixpanel, Google Analytics

## Domains

- Healthcare (Patient & Provider)
- E-commerce (B2B)
- EdTech