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 defined the component architecture for 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