Kunal **Satpal**

✉ kunalsatpal1@gmail.com | ☐ +91 7597248129 | ♀ Bangalore | ⚘ https://kunalsatpal.com

Work Experience

Gojek
Bangalore, India

SENIOR PRODUCT DESIGNER · June 2022 – Present
- I oversee GoFood promos, and loyalty to enhance customer satisfaction, engagement, and drive platform growth.
- Redesigned the promo journey for better promo redemptions and promo perception

Cult.fit Healthcare Pvt Ltd
Bangalore, India

PRODUCT DESIGNER · June 2020 – June 2022
- Designed the cult.fit marketplace onboarding, successfully reducing turnaround time to 3~4 days from 10~15 days
- Collaborated with 4 designers to develop a new design system for the overall app and web experience.
- Designed the new navigation and landing page for product line: Wellness, increasing category page visits by 5%
- Currently designing for Wellness and working on cross-sell constructs and usability studies

Cult.fit Healthcare Pvt Ltd
Bangalore, India

PRODUCT DESIGN INTERNSHIP · May 2019 – August 2019
- Designed loyalty program Fitclub V2 to increase classes attended per user/month
- Designed and seamlessly executed workout history and weekly reports for better engagement of users
- Designed No Cost EMI payment flow, reducing customer contact ratio from x% to x-1%.

West Agile Labs
Remote

CONTRACT PRODUCT DESIGNER · October 2018 – January 2019
- Designed a cataloging dashboard, monitoring the whole business and help their salesman pitch the products.
- Worked in Scrum methodology with 2 managers and one fellow designer in 2 week-long sprints

Cult.fit Healthcare Pvt Ltd
Bangalore, India

PRODUCT DESIGN INTERNSHIP · May 2018 – July 2018
- Designed a new referral system, increasing new user to member conversion and overall member retention.
- Did user research to gain insights for user motivation and laid IA to avoid cannibalisation.

Pibit
Roorkee

FOUNDING PRODUCT DESIGNER · April 2017 – November 2017
- Lead the design at Pibit providing online presence for local merchants increasing footfall by real time offers.
- Cultivated 22 clients and 10,000+ users in Roorkee and Dehradun

Information Management Group
Roorkee

HEAD OF DESIGN · Jan 2017 – March 2020
- Managed a team of 12+ designers and built products for 10,000+ students/faculties.
- Designed the placement portal which has about 2 Lakh page visits per day during placements.

Education

Indian Institute of Technology Roorkee
Roorkee, India

B.TECH IN CHEMICAL ENGINEERING · 2016 – 2020
GPA: 7.44

Achievements

2015	**KVPY Scholar**,	Marked a rank of 492 among 1.5 Lakh applicants
2016	**IIT-JEE**,	Cleared JEE Mains and Advanced with a rank of 3732
2018	**Featured Site of the day (CSS Lights)**,,	
2018	**Site of the day (Design Nominees)**,,	

Skills

Software Packages: Sketch, Principle, Figma, Invisionapp, Zeplin, Marvel, Illustrator, Photoshop, After Effects
Programming Languages: HTML, CSS, Javascript
Languages: English SRW, Hindi SRW