Kunal **Satpal**

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Work Experience

Gojek
SENIOR PRODUCT DESIGNER
Bangalore, India
June 2022 – Present
- I lead GoFood growth & promos, solving for activation and retention for a diverse 600k DAU of GoFood.
- Pioneered a promo page overhaul, increasing page visits from x to 2.5x and page conversion x% to 2x%.
- Drove 20+ experiments in a year, resulting in improved promo perception & 2% surge in redemption

Cult.fit Healthcare Pvt Ltd
PRODUCT DESIGNER
Bangalore, India
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%
- Created multiple cross-sell channels for wellness. Cart-abandonment alone increasing 4% conversions

Cult.fit Healthcare Pvt Ltd
PRODUCT DESIGN INTERNSHIP
Bangalore, India
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
CONTRACT PRODUCT DESIGNER
Remote
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
PRODUCT DESIGN INTERNSHIP
Bangalore, India
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
FOUNDING PRODUCT DESIGNER
Roorkee
April 2017 – November 2017
- Led 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
HEAD OF DESIGN
Roorkee
Jan 2017 – March 2020
- Managed a team of 12+ designers and built products for over 10,000 students and faculties
- Designed the placement portal which has about 2 Lakh page visits per day during placements.

Initiatives

Rise Design
Nov 2020 - Feb 2021
CONDUCTED MULTIPLE REMOTE DESIGN THINKING WORKSHOPS BUILDING AWARENESS AND USE OF THE MINDSET IN THE FIELD

Education

Indian Institute of Technology Roorkee
B.TECH IN CHEMICAL ENGINEERING
GPA: 7.44
Roorkee, India
2016 – 2020

Skills

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

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),**,