

# Kunal Satpal

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## Work Experience

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### 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, resulting in x% to 2.5x page visits and x% to 2x% page conversion.
- 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

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### Rise Design

CONDUCTED MULTIPLE REMOTE DESIGN THINKING WORKSHOPS BUILDING AWARENESS AND USE OF THE MINDSET IN THE FIELD

Nov 2020 - Feb 2021

## Education

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### Indian Institute of Technology Roorkee

B.TECH IN CHEMICAL ENGINEERING

Roorkee, India

GPA: 7.44

2016 – 2020

## Skills

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

## Achievements

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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)**,