

Kunal Satpal

✉ kunalsatpal1@gmail.com | 📍 Bengaluru | 🌐 <https://kunalsatpal.com>

Work Experience

Cure.fit Healthcare Pvt Ltd

Bangalore, India

PRODUCT DESIGNER

June 2020 – Present

- Designed the onboarding process for the cure.fit marketplace, successfully reducing turnaround time to 3~4 days from 10~15 days.
- Designed OKR analytics dashboard using data visualisation, reducing followups and discussion grey areas after strategic meetings
- Managed design at cure.fit marketplace, currently working on design systems and better engagement at cult

Cure.fit Healthcare Pvt Ltd

Bangalore, India

PRODUCT DESIGN INTERNSHIP

May 2019 – August 2019

- Designed loyalty programme 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

FREELANCE PRODUCT DESIGNER

October 2018 – April 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.

Cure.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.

Stockroom.io

New Delhi, India

UI/UX DESIGN INTERNSHIP

December 2017 – January 2018

- Designed portal which will helps companies find curated talent, without any expenditure on hackathons and long hiring processes.
- Delivered the two dashboard panels for both developers and companies.

Pibit

Roorkee, India

LEAD DESIGNER | CORE TEAM

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, India

HEAD OF DESIGN

January 2017 – March 2020

- Managed a team of 12+ designers, built products for 10,000+ students/faculties.

Speaker Initiatives

Rise Design

CONDUCTED MULTIPLE REMOTE DESIGN THINKING WORKSHOPS, BUILDING AWARENESS AND DAY TO DAY USE OF THE MIDSET OTHER FIELDS.

November 2020 - Present

Education

Indian Institute of Technology Roorkee

Roorkee, India

B.TECH

2016 – 2020

Skills

Software Packages: Sketch, Principle, Figma, Invisionapp, Zeplin, Marvel, Illustrator, Photoshop, After Effects

Programming Languages: HTML, CSS, Javascript

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**, Got in the featured sites of the day
2018 **Site of the day**, Awarded best portfolio site of the day

CSS Lights
Design Nomines