

Kunal Satpal

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Work Experience

Gojek

Bangalore, India

SENIOR PRODUCT DESIGNER

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

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%
- Created multiple cross-sell channels for wellness. Cart-abandonment alone increasing 4% conversions

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

- 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

Roorkee

HEAD OF DESIGN

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

Roorkee, India

B.TECH IN CHEMICAL ENGINEERING

2016 – 2020

GPA: 7.44

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),,**