

Kunal Satpal

✉ kunalsatpal1@gmail.com | ☎ +91 7597248129 | 📍 Bangalore | 🌐 <https://kunalsatpal.com>

Work Experience

Hinge Health

Bangalore

SENIOR PRODUCT DESIGNER

December 2023 – Present

- Overseeing Carehub dashboard & workflows, tool used by therapists to provide care to 25 million members
- Implemented a streamlined workflow system, improving efficiency by 6% and member engagement by 2%
- Created AI frameworks to enhance decision-making for Physical Therapists and improving member relationship
- Conducted three tech talks and participated in a panel discussion, boosting design awareness across the organization

Gojek

Bangalore

SENIOR PRODUCT DESIGNER

July 2022 – November 2023

- Led 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 1.5x%
- Drove 20+ experiments in a year, resulting in improved promo perception & 2% surge in redemption

Cult.fit Healthcare Pvt. Ltd.

Bangalore

PRODUCT DESIGNER 2 > SENIOR 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 5 cross-sell experiments for wellness, including cart abandonment, resulting in 4% increase in conversions

Cult.fit Healthcare Pvt. Ltd.

Bangalore

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%

Cult.fit Healthcare Pvt. Ltd.

Bangalore

PRODUCT DESIGN INTERNSHIP

May 2018 – July 2018

- Designed a new referral system, increasing new user to member conversion and overall member retention
- Researched and created a clear IA to avoid cannibalisation of functions

Pibit

Roorkee

FOUNDING PRODUCT DESIGNER

April 2017 – January 2018

- 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

Education

Indian Institute of Technology Roorkee

Roorkee

B.TECH IN CHEMICAL ENGINEERING

2016 – 2020

Initiatives

Rise Design

Nov 2020 - Feb 2021

CONDUCTED MULTIPLE WORKSHOPS IN SENIOR SCHOOLS BUILDING AWARENESS AND USE OF THE DESIGN MINDSET

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