

Hello! I'm **Shubham**. I have a passion for building highly-polished user experiences and enjoy discussing complex problem statements with team to deliver the best

Experience - 5+ years

Jan 2023 - Present

Yubi (Credavenue) - Senior Product Designer - Lead Product Designer

- Key contributor in creation and management of **Design System** used across Yubi group companies (Aspero, Accumn, Spocto, YuCollect, Yubi Markets and Finfort)
- Consistently achieved monthly Gross Transaction Value (GTV) **targets for 9 consecutive months** while improving key user journey metrics, including higher Day 1 PAN verification and increased Day 7 KYC completion rates
- Designed the distributor platform in a record 1 month, **enabling the transition of an ₹800Cr+ offline business to online within 3 months** (including development). Led end-to-end design of major features such as offer creation, trade creation, and invoicing, empowering distributors to manage trades and generate invoices entirely on the platform
- Managing a team of 2 senior designers while simultaneously contributing as an IC on key design projects
- Developed **custom Figma plugins** to streamline file organisation and enhance design workflows, replacing placeholder text with the real data for more accurate and production ready designs

Nov 2021 - Jan 2023

Navi Technologies - Product Designer 2

- Building inhouse **CRM to achieve 60% more efficiency** and making life of customer support agents easier
- Building **Co-lending platform** to solve borrowings for Navi lending business
- **Improved conversions by 4%** in Personal Loan

Apr 2020 - Nov 2021 (1 Year 8 Months)

Online PSB Loans - Product Designer

- Shipped **Jansamarth** portal, the National Portal for Credit Linked Government Schemes
- Built **Bankers Interface from scratch** targeted to improve system and user efficiency
- Designed and shipped **Borrower Journey (Web and Mobile Application)** through which one can get **Business and Consumer loans** disbursed within **59 minutes**
- Revamped **Website** to match the level of services offered



Apr 2019 – Mar 2020 (1 Year)

Flowfreak – Product Designer

- Designed **Vendor Management System** to keep owners and labors real time updated regarding stock, products and pricing
- Worked upon building the brand identity which includes **Logo, Website and Design Guidelines**

CaseStudies – recent one

Senior & Lead Product Designer – Yubi

Distributors Platform

 [Open Figma](#)

Senior & Lead Product Designer – Yubi

Fixed Income Investment Platform B2C – Aspero

 [Open Figma](#)

Product Designer 2 – Navi

Navi CRM from Scratch

 [Open Figma](#)

Product Designer 1 – Navi

Improved Navi PL Conversions by 4%

 [Open Figma](#)

Product Designer – Online PSB Loans

Simplifying lives with Borrower Journey

 [Read now](#)

Product Designer – Online PSB Loans

Super Clean & Efficient Bankers' Interface

 [Read now](#)

Product Designer – Online PSB Loans

PSB59 Mobile Application for Borrowers

 [Read now](#)

Education – Relevant one

2016 – 2020

B.Tech CSE – MDU Rohtak



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What can be - expected

- Self-drive and initiative
- The ability to empathize
- Can simplify complexity
- A creative yet systematic thinking
- Entrepreneurial thinking
- The desire to improve
- Strong listening skills
- Love for context
- A leader & perfect team member
- Analytical thinking
- Multi-tasking...

Extra-Curricular

2017 - Present

Geekhub - Mentor

We mentored to help like-minded people and create a growth environment for people who want to pursue software development, design, or other tech fields. So far we are 8 generations strong

