

# KARTIK PANDE

Lead Product Designer • UX Strategist • Enterprise SaaS • AI Products • Design Systems

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- Lead Product Designer with 8+ years of experience designing SaaS, fintech, enterprise, and AI products from concept to scale.
- Partnered with founders, CEOs, and engineering teams to define product strategy, build design systems, and ship complex user experiences across startups and global organizations including Google, Tata Motors, Reliance, ZS Associates, Blue Star, and Mable GmbH.
- Specialized in 0→1 product development, enterprise workflows, AI-powered experiences, and scalable design systems.

## KEY ACHIEVEMENTS

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- 8+ years in SaaS, Fintech, Enterprise and AI products
- Led product design for 20+ products
- Built and scaled 4 design systems
- Improved onboarding activation by up to 12%
- Reduced task completion times by up to 25%
- Led cross-functional teams across design and engineering
- Designed AI copilots, automation systems and agent-driven experiences

## SELECTED CLIENTS & EMPLOYERS

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Google • Valour Capital • TIEA Connectors • Reliance • ZS Associates • Tata Motors • Maruti Suzuki • Blue Star • Mable GmbH

## EXPERIENCE

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### Patang Labs Design Studio Principal Product Designer

Sep 2025 — Present

*Design studio • Google, Valour Capital, TIEA Connectors, Reliance*

- Built the studio from scratch, defined service model, pricing, and delivery approach; recruited and led a 13-member team across design, engineering, and product management.
- Function as Head of Design for 6+ startups and growth-stage companies: own product vision, UX strategy, discovery research, and go-to-market design from day one alongside founders.
- Shipped products that moved metrics, activation improvements, shorter time-to-first-value, and product narratives that held up in investor due diligence.
- Built the Everleap Design System (Atomic architecture, Figma tokens, Storybook) as a shared foundation across client products, cutting repeated setup work on every new engagement.

### YUJ Designs Senior Product Designer

Oct 2024 — Oct 2025

*India's top product design consultancy • Tata Motors, Blue Star, Maruti Suzuki, ZS Associates*

- Led UX strategy and full redesign of NDT X-Ray industrial desktop software for Blue Star, ran field research with operators, identified root-cause workflow failures, and shipped a redesign that cut task completion time by 25%.
- Owned design system governance for the ZYDIN platform: established shared component standards, reviewed engineering implementations, and cut the handoff friction that had been slowing down every release.
- Led a multilingual SaaS redesign with Japanese CST teams for APAC enterprise markets and handled localisation strategy, layout decisions, and cross-cultural usability testing from brief to shipment.

### Mable GmbH Product Design Lead

Sep 2023 — Sep 2024

*B2B SaaS • Germany • Analytics platform for professional services firms*

- Joined founder and CTO strategy sessions to shape Mable 2.0's product direction to turn a loosely defined roadmap into concrete UX strategy, phased delivery milestones, and a clear information architecture.

- Ran funnel analysis and user interviews to find where onboarding was losing people; redesigned onboarding, billing, and usage flows, contributing to a 12% improvement in paid activation.
- Built the Atomic Design System from the ground up, reducing design-to-dev turnaround by 30% and gave engineering a foundation they could extend without pulling designers back in for every edge case.

## QRFT Product Design Lead

Aug 2023 — Feb 2024

*Fintech • UPI payments platform • B2B product strategy*

- Worked with the CEO and CTO on product strategy and PMF sequencing, running design sprints across 7 parallel pilots, helping the team make faster go/no-go calls without running each pilot to completion.
- Designed the full UX for a UPI payments app from scratch: onboarding, transaction flows, merchant dashboard, payment history, and dispute resolution, validated with real users before engineering kickoff.
- Built the Prosperia Design System and Storybook integration, giving design and engineering a single source of truth for the first time in the product's lifecycle.

## OnTheProwl Technologies Product Design Lead

Jan 2021 — Jun 2023

*Fintech • AI-powered products • Digital financial infrastructure*

- Led UX strategy and design for three concurrent fintech products: an AI financial copilot, an AR automation layer, and a digital escrow platform, each at a different stage from concept to launch.
- Defined the product vision and interaction model for the AI copilot from scratch; the designs went directly into investor pitch decks and supported the company's fundraising round.
- Introduced a scalable design system and structured handoff process where the team had been working without one, cut design-to-dev turnaround by 25%.
- Ran weekly design reviews with junior designers and developers; raised output quality and reduced engineering back-and-forth over a two-year engagement.

## Earlier (2017–2021)

- Salt Design Studio (HealthTech SaaS), Innothoughts (SaaS B2B/B2C), Webbox Labs, Glow Media, product, brand, and growth design across early-stage companies in health, commerce, and media.

## CORE SKILLS

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|-------------------------------|------------------------------------------------------------------------------------------------|
| <b>AI Product Design</b>      | Designed AI-powered workflows, copilots, automation systems and agent-driven user experiences. |
| <b>UX Strategy</b>            | Product discovery, user research, journey mapping, personas, information architecture          |
| <b>Product Design</b>         | End-to-end UX/UI, wireframing, prototyping, usability testing, interaction design              |
| <b>Design Systems</b>         | Atomic design, component libraries, Figma tokens, Storybook, system governance & adoption      |
| <b>Product Leadership</b>     | 0→1 product definition, MVP scoping, roadmap strategy, cross-functional team leadership        |
| <b>Enterprise &amp; SaaS</b>  | Data-heavy dashboards, analytics platforms, complex B2B UX, multilingual products              |
| <b>Fintech &amp; Payments</b> | UPI product design, payment flows, merchant dashboards, financial copilots, escrow UX          |
| <b>Tools</b>                  | Figma, FigJam, Miro, Adobe Creative Suite, Storybook, Agile/Scrum, design handoff workflows    |
| <b>AI-Augmented Design</b>    | Agentic UX patterns, AI product strategy, AI-assisted research and prototyping                 |

## EDUCATION

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**Pimpri Chinchwad University** • M.Tech, AI & Machine Learning

Pursuing

**SPPU Pune** • B.E., Computer Engineering

2017–2022