

## Product Designer

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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

- Single handedly managing **Fixed Income Charter** named **Aspero** at Yubi
- Key contributor in creation and management of **Design System**
- **-25% increase in business** by shipping multiple fixed income instruments for B2B2C within a quarter
- Designed scalable solution for B2C which is capable to handle multiple investment instruments

Nov 2021 - Jan 2023

### **Navi Technologies** - Product Designer 2

- Built **Navi Platform Design System** to bring consistency over **11 platforms** and to ship designs in faster and smoother manner
- 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 - Oct 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**

## **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...

## **Education - Relevant one**

2016 - 2020

**B.Tech CSE** - MDU Rohtak

## **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 7 generations strong

