

# Sagar Kumar

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## PROFESSIONAL SUMMARY

Lead Product Designer with 8+ years of experience designing complex B2B and fintech products — from payment platforms and AI-powered chat systems to design systems and enterprise dashboards. Proven track record of driving measurable outcomes: boosting CSAT from 2.6 to 4.2, increasing user engagement by 71%, and reducing design-to-dev handoff time by 40%. Skilled at aligning cross-functional teams around a design vision and translating ambiguous product problems into scalable, user-centred solutions.

## EXPERIENCE

**Lead Product Designer** | [Jio Platforms Ltd.](#) | Bengaluru, KA Jan 2023 – Present

- Designed and deployed an AI Chatbot platform for Jio/RIL with no-code integration, embedded across website and app verticals — boosting CSAT from 2.6 to 4.2 and reducing support calls by 55–60%.
- Designing a centralized advertising component repository to support multi-domain businesses across Jio/RIL, addressing fragmented ad management and improving advertiser and publisher experience by 80%.
- Led cross-functional collaboration with Product Managers, Engineers, and Stakeholders to ensure precise implementation of design specifications, improving workflow efficiency throughout the development lifecycle.

**Senior Product Designer** | [PayU Payments Pvt. Ltd.](#) | Bengaluru, KA Oct 2021 – Jan 2023

- Increased user engagement of the PayU app by 71% through UX improvements, interaction design refinements, and new feature additions, lifting Play Store rating from 1.4 to 3.2 with 2 lakh+ downloads post-update.
- Spearheaded design and implementation of a new scalable design system for PayU, reducing design–development handoff time by 40% and improving UI consistency across platforms.
- Led design and delivery of PayU India and corporate websites, boosting brand alignment and achieving a 15% increase in lead conversions within 3 months post-launch.

**Senior UX/UI Designer** | [Infosys Digital](#) | Pune, MH Sept 2019 – Oct 2021

- Collaborated with clients to transform business goals and user needs into impactful digital experiences, boosting engagement by 30% and client satisfaction by 40% while reducing time-to-delivery.
- Led 150+ pre-sales pitches and RFPs for the design unit, contributing to studio revenue growth and strengthening the design practice's business development capability.

**Product Designer** | [GRIT Innovations Pvt. Ltd.](#) | Hyderabad, TG Sep 2017 – Jul 2019

- Designed internal tools for Security, People Ops, Maps, and Data teams; improved stakeholder alignment by 30% through high-fidelity prototypes and user-focused research.
- Conducted user research and competitor analysis to inform data-driven design decisions; built landing pages and dashboards that increased engagement by 15%.

**UX/UI Designer & Frontend Developer** | [Insta9 Technologies](#) | Hyderabad, TG Dec 2016 – Sep 2017

- Translated Google Analytics insights into actionable design improvements for mobile and web products, increasing user retention through optimised low-fidelity to high-fidelity design workflows.

## PROJECTS

**PayU Super App** | Figma, UI/UX Design, UX Research, Stakeholder Management Dec 2022 – Jun 2023

- Pivoted the app from a payments tool to a Super App by merging PayU Payments and PayU Finance into a single platform, syncing dashboard features across mobile and web.
- Increased Product Engagement Rate from 32% to 71%; Play Store rating improved from 1.4 to 3.2 with 2 lakh+ downloads after the redesign.

**Jio AI Chatbot** | AI, Figma, Product Design, Cross-functional Collaboration Jan 2024 – Mar 2024

- Improved CSAT to 4.2 through enhanced conversational UX; average customer wait times reduced by 50–60% as users resolved issues independently via MyJio and Jio Retail.
- Collaborated with Product Managers, Engineers, and cross-functional stakeholders to ship the chatbot across Jio/RIL platforms.

## SKILLS

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**Design:** UX Design, UI Design, Interaction Design, User Flows, Information Architecture, Wireframing, Advanced Prototyping, Usability Testing, A/B Testing, UX Research, Design Documentation, Storyboarding, Data-Driven Design, Accessibility (WCAG)

**Systems & Ops:** Design Systems, Design Tokens, Design Ops, Component Libraries

**Collaboration:** Stakeholder Management, Cross-Functional Collaboration, Product Strategy, Design Leadership, Mentoring

**Tools:** Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Sketch

**Tech:** HTML, CSS, JavaScript, React

## EDUCATION

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**Master of Computer Applications (MCA)** | MIT, Pune University, Pune, MH 2013 – 2016

**Bachelor of Commerce** | Osmania University, Hyderabad, TG 2010 – 2013

## CERTIFICATIONS

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**Professional Certificate in Complexity & Design** — Center for Complexity, RISD 2022

**HCI Certified — Design Thinking: Product Design & Testing** — IxDF 2021

**Master Digital Product Design** — IBM 2020

**Digital Skills: Accessible Design & Competent Leader** — LinkedIn Learning 2023