

Rupanshi Das

Bangalore, India ♦ +91-9818909335 ♦ Portfolio: rupanshibuilds.xyz / Password : portfolio2026 ♦
rupanshi.builds@gmail.com ♦ linkedin.com/in/rupanshididas

Product designer who thinks in systems & owns the full product lifecycle. **4 years** shipping fast in high-velocity teams, designing complex workflows used by millions. Prototypes & tests in code using AI with Claude Code.

Work Experiences

Pine Labs • Product Designer 2

March'25 - May'26

- Led design for **Online Checkout** (Cards, Cross-Border, Affordability, UPI), **Merchant Dashboard** (Refunds, Settlements, Payouts), **Developer Portal**, and **QFix** an education and society management SaaS product
- Built **UPI Reserve Pay checkout on NPCI's SBMD infrastructure** for P3P : India's First Agentic Payment Protocol Built on UPI, driving **15–25% mandate adoption among repeat UPI users within 20 days**, a **92%+ mandate creation success rate**, an **18% reduction in checkout drop-off on renewal months** with Gullak & Vijay Sales.
- Built **Bundled Offers** on Online Checkout, enabling cart-intelligent affordability for merchants like Samsung that drove **298 transactions, ₹2.25 Cr GTV** in the first 25 days, plus **₹27 lakh additional GTV** from attached insurance products post 25 days
- Built **Cross-Border LRS Imports** checkout and merchant dashboard experience end-to-end, partnering with 5 stakeholder teams across Compliance, SIGMA, and Onboarding — feature is live and pending merchant onboarding
- Built **MCC and DCC (Dynamic Currency Conversion) opt-in / opt-out flows** for international cardholders on Checkout, balancing RBI consent transparency mandates with cardholder UX live across 6+ countries and 8+ international issuers, supporting Lenskart, Mahindra Holidays, and DISH Infra, with a **62% opt-in rate** and **78% success rate** on opted-in transactions
- Designed the **Credit Marketplace** experience on Checkout for existing and new-to-bank users — now in development with the Offline Affordability team due to strategic decisions.
- Built School Teacher's module for QFix on **Codex** solving fee collection & engagement features. It is currently in development.
- Designed investor presentation decks for **GFF '25 Investor Day**, partnering with leadership to translate new feature concepts into clear storytelling for external stakeholders

Product Designer & Developer

September'24 - February'25

- Designing & developing website for SME's on Kajabi, Framer along with other services like SEO optimisation.

Freo (Prev. MoneyTap) • Product Designer 2

October'23 to June'24

- Built YES BANK Freo's credit card application journey that **reduced drop offs by 60%**.
- Revamped sales & post purchase of RBL credit line, **reduced customer success tickets from 300 to 70**
- Redesigned Internal Rating Mechanism to improve **NPS scores (25 to 52) & Playstore ratings (3.9 to 4.1)**

- Optimised pending steps in credit line journey to **increase throughput conversion from AIP to line and line to activation by 20%**
- Designed & developed [Freo's careers page](#) on Framer
- Designed standalone Fixed Deposits in Freo One app
- Investor product showcase deck and videos

Kutuki • Product Designer

November'21 to August'23

- Redesigned the end to end content consumption journey mobile app experience, **playstore ratings increased from 4.1 to 4.5.**
- Conceptualisation, planning, designing and optimising assets for 20 games developed on flutter. **Increased 6mins of DAU time on the app.**
- Self initiated implementation of a webpage on Webflow for Teacherpreneur Program Moderated over **30 user interview sessions.**
- Collaborated and **led a team of 3** illustration and animation resources.
- Marketing collaterals for Kutuki Merch

Pensaar Designs (Acquired by Google) • UX Design Intern

March'21 to May'21

- Redesigned the flow and interface of Vyapar app, an Inventory management app for small business owners.
- Analysed data from interviews to provide actionable metrics to improve the customer experience of Diebold Nixdorf.
- Researched and planned stakeholder interviews for Marshmallow Minds to inculcate design thinking methods through toolkits and playbooks.

EDUCATION

- **Bachelor of Design**

Pearl Academy, Delhi

SKILLS

- **Design:** 0→1 Design, Interaction Design, UX Flows & Edge Cases, Visual & Interaction Polish, Design Systems, Systems Thinking, Product Thinking.
- **Research & Validation:** Customer Interviews, Usability Testing, A/B Testing, Prototype Testing
- **AI-Native Workflow:** AI Prototyping, AI/LLM UX Patterns, LLM-Integrated Workflows
- **AI & Dev Tools:** Claude, Claude Code, Cursor, Figma Make, v0
- **Design Tools:** Figma, Framer, Lottie Labs