Roopam Sonpethkar

Senior Product Designer | 5 Years of Experience

linkedin.com/in/roopamwork | roopam.work | design.roopam@gmail.com

About me

Product Designer with 5+ years shipping end-to-end fintech and consumer-facing products. Proven at 0→1 feature design, complex multi-actor flows (onboarding, eligibility, payments), and scaling component libraries to reduce delivery time and defects.

Role Alignment

- Lead 0→1 features: partner onboarding, eligibility engine, recommendations and payments.
- Design scalable admin + employee experiences and own roadmap → requirements → QA handoff.
- Raise design craft: mentor designers, define ops and processes, and expand the design system to accelerate partner integrations.

Professional Experience

Angel One — Sr Product Designer (Jun 2025 – Current) 5 months

- Led AI chatbot onboarding end-to-end; defined reusable component contracts and conversation patterns that reduced engineering integration time to improve onboarding funnel conversion.
- Coordinated with 11 PMs to overhaul cross-product KYC flows; ran alignment workshops to build a KYC pattern library that accelerated implementation and improved UI consistency.

PayU Credit — Sr Product Designer (Oct 2024 – Jun 2025) 1 year 9 months

- Owned end-to-end design across LazyPay, Paysense and partner/ops portals; resolved 90+ Jira design issues across 22 sprints to accelerate delivery.
- Redesigned multi-channel KYC/onboarding achieving success rates: CKYC 91.67%, DigiLocker 49.26%, VKYC 54.23% — improved conversion and verification reliability.
- Piloted autopay flow in credit re-payments, contributing to a 91% lift in conversion for targeted flows; supported products billing ₹10–20 Cr/mo.

Niyo Solutions — Product Designer (Oct 2021 – Oct 2023) | 2 years

- Redesigned multi-bank onboarding flows; increased user conversion by 43%.
- Led Credit Vertical and Credit Score UX: defined product experience, partner integration contracts, and analytics instrumentation; contributed >₹10 Crores revenue in the first three months post-launch.
- Built and documented a component library and templates for mobile and web, enforcing consistency and accelerating partner integrations.

ValueLabs — UXG UX Design Consultant (Aug 2020 – Apr 2021) | 8 months

Designed chatbot templates and conversational UX patterns; created reusable templates and documentation that sped client deployments and reduced manual support effort.

IDC, IIT Bombay — Service Design Intern (Apr 2020 – July 2020) | 4 months

Conducted user research and journey mapping for healthcare service design projects; delivered interaction prototypes and service blueprints.

Education

National Institute of Design — M.Des Information Design (2018 – 2021)
RCOEM Nagpur — B.E. Electronics & Communication (2014 – 2018)

Skills

UX/Product Design, 0→1 product design, multi-actor flows (admin + user), eligibility & payments, design systems, component libraries, mentorship, Figma, FigJam, Miro, Jira, Storybook.