

KARTIK PANDE

Lead Product Designer | Fintech, Enterprise SaaS and AI | 6+ Years of Experience

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PROFESSIONAL SUMMARY

Product Design Lead with 6+ years of experience across fintech, enterprise SaaS, AI and complex digital products. Combines product strategy, user research, interaction design and design systems with hands-on engineering and AI development. Hired, managed and mentored 10+ designers and interns. Led design across 20+ products, built 4 design systems and partnered with founders, CEOs and engineering teams to improve product adoption, simplify workflows and accelerate delivery.

WORK EXPERIENCE

Product Design Lead — Mable GmbH

Nov 2025 – Jul 2026

Remote, Germany | B2B SaaS analytics platform for Ad-Tech

- Established a new visual direction for Mable 2.0 across the platform.
- Led a complete UX revamp, introducing self-serve onboarding, multiple user roles and updated product workflows.
- Designed new analytics features across acquisition, profitability and subscriptions, connecting product capabilities to business performance.

Senior Product Designer — YUJ Designs

Oct 2024 – Oct 2025

Pune, India | A leading product design consultancy

Blue Star — NDT X-Ray Industrial Inspection Software

- Led UX strategy and the redesign of industrial desktop software used by inspection operators.
- Conducted field research to identify root causes of workflow failures and operational friction.
- Simplified inspection workflows, reducing task completion time by 25%.

Kona AI — Fraud Detection, Compliance and AI Forecasting

- Led a four-person team across UX research, product design, UI and brand direction.
- Audited 100+ tests and identified nested navigation, hidden menus and duplicate routes.
- Rebuilt the information architecture, improving navigation efficiency by 32% and reducing navigation time by 48%.
- Delivered the end-to-end product UI and UX redesign, alongside a new brand identity and visual direction.

ZS Associates — Multilingual CRM and ZYDIN Platform

- Led a three-designer team designing a Japanese and English CRM for a global pharmaceutical client.
- Designed a multi-role dashboard for managing healthcare professionals and organisations, supporting a field force estimated at 1,300 to 1,800 medical representatives.
- Owned localisation strategy and cross-cultural usability testing for the Japanese market.
- Governed the ZYDIN design system through shared component standards and reviews of engineering implementations.

Senior Product Designer — Mable GmbH

Sep 2023 – Sep 2024

Remote, Germany | B2B SaaS analytics platform for Ad-Tech

- Reorganised an ad hoc product built in a single file, consolidating 10 different fonts, design systems and colour palettes into a consistent design foundation.
- Reworked core UX and shaped Mable 2.0 with the founder and CTO, translating an undefined roadmap into phased UX milestones and a clear information architecture.
- Used funnel analysis and user interviews to identify onboarding drop-off; redesigned onboarding, billing and usage flows, contributing to a 12% increase in paid activation.
- Built the Atomic Design System from scratch, reducing design-to-development turnaround by 30%.

Founding Designer — OnTheProwl Technologies Pvt Ltd

Jan 2022 – Jul 2023

Worked directly with the co-founders and CTO to shape product strategy, research user needs and design products from concept to launch

OnTheProwl — Omnichannel Experience Platform

- Designed a unified platform for operators to plan, book, manage and market safaris, tours and outdoor experiences.
- Designed an adventure learning section covering activities such as scuba diving and bird watching, connecting experience discovery with education.
- Designed the single-page application and end-to-end platform UX, including operator workflows, experience listings, bookings and learner enrolment.
- Built the Webflow marketing website to communicate the platform offering and support customer acquisition.

Neutron — Digital Escrow

- Identified payment trust issues between freelancers and clients, including delayed payments, unpaid work and risks associated with advance payments.
- Conducted research with freelancers and MSMEs to understand payment concerns and escrow requirements.
- Designed the digital escrow platform, brand identity, logo and marketing materials to support a more trusted payment process.
- Structured the product experience around payment protection and the needs of both service providers and clients.

Neutron — AI Finance Co-Pilot

- Defined the product vision and interaction model for an AI finance co-pilot designed around MSME needs.
- Conducted user research with MSMEs and translated financial workflow requirements into product concepts and platform UX.
- Designed the product experience and marketing materials; concepts were included in investor presentations supporting the fundraising round.

Platform-Wide Contributions

- Built design systems using Figma and Storybook, reducing design-to-development turnaround by approximately 25%.
- Mentored 10+ designers, interns and junior team members through regular design reviews and feedback.
- Created Webflow marketing websites and interactive product demos for stakeholders and investors.

Senior UX/UI Designer — Salt Design Studio

Jul 2021 – Dec 2021

Multiply | HealthTech IVF platform

- Redesigned an IVF healthcare platform to improve usability and clarify complex clinical workflows.
- Worked with subject matter experts to translate specialist IVF knowledge into product requirements and user experiences.
- Designed 1,200+ screens with working prototypes, alongside brand guidelines and a product design system.
- Managed a team of three designers and prepared design assets for developer handoff.

Junior UX/UI Designer — Innothoughts Pvt Ltd

Jan 2021 – Jun 2021

- Designed SaaS, B2B and B2C products for clients across India, the UAE and the US.
- Delivered 12+ products across web, mobile and social platforms during the engagement.

Junior UX/UI Designer — Webbox Labs LLP

Jun 2020 – Dec 2020

- Designed websites and digital campaigns for restaurant clients.

ENTREPRENEURIAL EXPERIENCE

Co-Founder and CTO — Trackwize

Jan 2026 – Present

Privacy-first workforce intelligence platform

- Co-founded the company and lead technology as CTO; developed the core AI pipeline and designed the product UI and UX for a workforce intelligence and automatic time-tracking platform.
- Defined employee workflows, time-tracking experiences and manager-facing productivity insights that deliver visibility without intrusive employee surveillance.
- Shaped the product concept and MVP direction around visibility, workflow efficiency and employee trust.
- Published a research paper.

Founder and Principal Product Designer — Patang Labs Design Studio

Nov 2025 – Present

Independent design studio | Product strategy, design and go-to-market

- Built a design studio from scratch, defining its service model, pricing and delivery approach without external investment.
- Hired and led five designers within a 13-member cross-functional team spanning design, engineering and product management.
- Lead product vision, UX strategy, discovery research and go-to-market design for startups and growth-stage companies.
- Build shared design system foundations using Atomic Design, Figma tokens and Storybook.
- Partner with founders on product definition, user journeys, design reviews and final product quality.

CORE SKILLS

Product Strategy and Discovery: Product Discovery · Problem Framing · Opportunity Assessment · User Interviews · Competitive Analysis · Journey Mapping · Personas · Information Architecture · MVP Scoping · Roadmap Planning · Product-Market Fit Validation

UX and Product Design: End-to-End UX/UI · Interaction Design · Task Flows · Wireframing · High-Fidelity Prototyping · Usability Testing · Responsive Design · Complex Workflows · Accessibility · Dashboard Design

Research and Analytics: Qualitative Research · Field Studies · Stakeholder Interviews · Usability Audits · Funnel Analysis · Onboarding Optimisation · Navigation Analysis · Behavioural Insights · Task Completion Metrics · Activation Analysis

Design Systems: Atomic Design · Design Tokens · Component Libraries · Figma Variables · Storybook · System Governance · Component Documentation · Design QA · Developer Handoff

Product Leadership: Design Team Management · Hiring · Mentoring 10+ Designers and Interns · Design Reviews · Cross-Functional Leadership · Founder Collaboration · Stakeholder Management · Design Critique · Quality Assurance

Fintech and Risk: UPI Payments · Merchant Dashboards · Payment History · Dispute Resolution · Digital Escrow · Financial Workflows · Fraud Detection · Compliance UX · Authentication Journeys · Finance Co-Pilots

AI Product Design: AI-Assisted Workflows · Conversational Interfaces · Finance Co-Pilots · Agent-Driven Experiences · AI Product Strategy · Prompt Design · Human-AI Interaction Patterns · AI Workflow Prototyping

AI Engineering: LLM Pipelines · RAG · Fine-Tuning Open-Weight Models · Voice Agents · Multi-Agent Workflows · Prompt Engineering · Local LLMs

Development: React.js · Next.js · Tailwind CSS · HTML · CSS · JavaScript · Node.js · Python · WordPress

No-Code: Webflow · Framer

Design and Collaboration Tools: Figma · FigJam · Miro · Adobe Photoshop · Illustrator · After Effects · Storybook · Jira · Agile and Scrum

AI Tools: Claude · ChatGPT · Lovable · UX Pilot · Google Antigravity · LM Studio · MorphLLM

EDUCATION

M.Tech, AI and Machine Learning | Pimpri Chinchwad University

2025 – 2027

B.E., Computer Engineering | SPPU Pune

2017 – 2022