

Vikram

Senior Product Designer

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SUMMARY

Senior Product Designer with **4+ years** of experience designing and scaling digital products across **Trading, Wealth Management, Investor Onboarding, Internal Platforms, and Design Systems**. Proven experience **leading end-to-end product design**—from discovery and research to production delivery—for complex fintech products. Skilled at simplifying financial workflows, building scalable design systems, and collaborating with product, engineering, business, marketing, and leadership teams to deliver customer-centric experiences.

Strong domain expertise across **stock trading, mutual funds, fixed deposits, bonds, IPOs, investor onboarding, and financial education**. Passionate about building intuitive financial products that make investing more accessible while balancing business goals, regulatory requirements, and engineering feasibility.

PROFESSIONAL EXPERIENCE

Findoc Investmart Private Limited , Senior Product Designer

03/2025 | Gurugram, Haryana

Lead product design across Findoc's investment ecosystem, owning the complete design direction for consumer-facing products, internal platforms, marketing experiences, and design systems. Partner closely with Product Managers, Engineering, Business, Marketing, Growth, and Leadership teams to define product vision and deliver production-ready experiences.

Product Ownership

Fintrader – Stock Trading Platform

- Led end-to-end product design for **Fintrader**, a cross-platform trading ecosystem across **Android and Web**.
- Designed more than **60+ production-ready screens** covering **market discovery, watchlists, stock details, advanced charts, order placement, portfolio, holdings, positions, IPOs, and research experiences**.
- Benchmarked industry leaders including *Zerodha, Groww, Upstox, Angel One, and Dhan* to establish best-in-class interaction patterns while adapting experiences to Findoc's business goals.
- Defined reusable interaction models and UI patterns to maintain consistency across multiple trading workflows.

Finzoom – Wealth Platform

- Built Findoc's complete wealth management experience from scratch.
- Designed over **40+ product screens** covering **Mutual Funds, Goal-Based Investing, Fund Comparison, Fixed Deposits, Bonds, investment discovery, portfolio management**, and holdings.
- Simplified complex investment journeys for both first-time and experienced investors while balancing business objectives and regulatory considerations.
- Established scalable UX patterns that can be extended across future investment products.

Findost – Internal Operations Platform

- Designed Findost, an internal **Authorised Partner (AP) Management platform** supporting live client tracking, financial ledgers, earnings, operational workflows, compliance monitoring, and business reporting.
- Worked directly with business stakeholders to simplify complex operational processes into scalable digital workflows.

Findoc Website 2.0

- Led the complete **visual redesign of Findoc's Website** and Product ecosystem.
- Redesigned while modernizing the overall visual language, interaction patterns, and brand consistency.
- Established new UI guidelines that unified marketing experiences with Findoc's product ecosystem.

Design System

- Established **Findoc's centralized Design System** from the ground up.
- Defined **design tokens, typography, color systems, spacing, grids, reusable components, and documentation**.
- Improved collaboration between design and engineering through **standardized UI components**.

EKYC (Investor Onboarding)

- Redesigned the complete investor onboarding journey from initial registration to account activation.
- Integrated **DigiLocker, PAN Verification, Aadhaar Verification, Bank Verification, and Re-KYC workflows** into a streamlined onboarding experience.

Rentickle , Product Designer

11/2023 – 02/2025 | Gurugram, Haryana

- Led product design across internal operations platforms, customer-facing products, and marketing experiences.
- Designed a **12+ module** operations dashboard that streamlined business workflows and improved operational efficiency.
- Redesigned Rentickle's customer website using a mobile-first approach informed by user research and customer feedback.
- Simplified **eKYC, onboarding, checkout**, and account management journeys to improve customer experience.
- Revamped the Design System by standardizing reusable components and resolving **50+ design inconsistencies**.
- Designed Rentickle's mobile application with a focus on usability, accessibility, and scalability.
- Designed digital experiences for Trelif's premium rental platform to strengthen user engagement and brand perception.

Slake Corporation, UI/UX Designer

06/2020 – 07/2021 | Gaya, Bihar

- Designed websites and web applications for clients across multiple industries.
- Produced wireframes, user flows, prototypes, and production-ready interfaces using user-centered design principles.
- Conducted competitor research and usability improvements to support product decision-making.
- Collaborated with developers throughout implementation to ensure design quality.

EDUCATION

Master of Computer Applications (MCA), Galgotias University

2022 – 2024 | Greater Noida, UP

Bachelor of Science, Magadh University

2017 – 2020 | Gaya, Bihar

CERTIFICATES

- Foundation of User Experience Design, Google [↗](#)
- NISM – [Series VIII] (SEBI) [↗](#)

AWARDS

Rising Star Award, *Findoc Investmart*
Recognized for exceptional product ownership and contributions across trading, wealth management, and platform modernization initiatives.

Certificate of Appreciation, *Rentickle*
Got recognition for helping Rentickle for Designing scalable responsive Website and Application.