

Rajesh Sankar

+91 8668055702
rajeshsanker10@gmail.com
Rajesh Sankar

Portfolio

Medium

Dribbble

Behance



Experienced **Product Designer** specializing in B2C & B2B fintech products, adept at aligning design with business objectives and user needs. Proven track record in enhancing user engagement and satisfaction through innovative design solutions.

Experience

"Good design is
Good business."

— Thomas Watson Jr.

Associate Manager - Product Design



Dec 2023-Present

- Skilled in designing user-friendly banking and NBFC apps and portals.
- Experienced in managing a team of **four members**.
- Collaborative approach in closely working with clients to meet project goals.
- Actively engages with end-users for research and app testing.
- Achievements: Successfully developed and progressed two banking applications (Alizz and OHB Bank) and one NBFC Vistaas app to the User Acceptance Testing (UAT) phase.

Lead Product Designer(Digital Lending)

Jan 2023-Nov 2023

- Specialised in crafting seamless user experiences for a Microfinance Institution (MFI) mobile app and web portal.
- Sole designer responsible for shaping the digital journey of agents, lead creation, customer onboarding, and collections.
- Proficient in balancing functionality and usability for optimal user experience.
- Collaborative approach in working with cross-functional teams to align design strategies.
- Achievements: Streamlined design process, reducing time-to-market by 25%.

Product Designer

Apr 2020 - Dec 2022

- Led design for internal products (Fleet, Credit Card, Prepaid, Debit, KYC, ACS).
- Contributed to external products (**Pockets by ICICI Bank, BNPL by SBIC, Forex SDK by IDFC**).
- Achievements: Designed the application from inception, leading to successful adoption and usage by SBIC corporate users

UI Designer NMW Internet Technologies

Jun 2019 - Jul 2020

- Executed visual design stages from concept to final hand-off.
- Conceptualized original ideas for simplicity and user friendliness.
- Achievements: Enhanced user satisfaction by 30%.

Education

Bachelor of Computer Application

Madras University, 2015 to 2018.

Skills

Product Thinking Design Thinking System Thinking User Experience Strategy
Information Architecture Wireframe UI Design Interaction Design Prototyping
Presentation Storytelling Team building Figma Multi Tasking Joke Crafter

Recognition

Best Performer Award

M2P Fintech

- 2021 Q2 - 2022 Q1, Q2 - 2023 Q4.

Time Management (2x)

M2P Fintech

Community Contributor

Passionate community contributor empowering fellow designers.

Meetup Manager



Creative Community

Aug 2023 - Present

- Organized and led community events, setting specific goals for each team (Marketing, Design, Content, Development, Logistics).

Core team Member

Theme Designer | Meetup Volunteer | Core member

Jan 2019 - Aug 2023