



Portfolio: [rakeshgautam.com](https://rakeshgautam.com)

Mail Id: [rakeshgautam.nift@gmail.com](mailto:rakeshgautam.nift@gmail.com)

Phone number: [+91-9450540436](tel:+91-9450540436)

# Rakesh Gautam

## Product Designer

Product Designer with 4+ years specialising in **SaaS and B2C product design** - designing onboarding, activation, and conversion flows for consumer-facing products across web and mobile. I've worked across domains including **fintech, AI, healthcare, e-commerce, and car rental**, partnering with Product, Engineering, and Marketing to ship experiences that drive measurable business outcomes.

### WORK EXPERIENCE

#### NetBramha | Associate Sr. UX Designer | Apr 2024 - Present

- **Growth Design:** Led onboarding and activation flows for fintech clients, improving task completion by 60% and reducing funnel drop-off significantly
- **Design System:** Standardised systems across 4 products, cutting design-to-dev handoff time by 30-40% across web and mobile
- **Experimentation:** Defined KPIs with Product and Engineering, running usability tests to validate and iterate concepts pre-launch
- **Collaboration:** Aligned UX decisions with growth targets, technical feasibility, and GTM timelines across Product, Engineering, and Marketing
- **Mentorship:** Guided 2 junior designers through structured reviews, improving team execution speed and design quality

#### NetBramha | UX Designer | Aug 2022 - Mar 2024

- **Conversion Design:** Redesigned onboarding flows for TransUnion CIBIL, reducing sign-up friction and improving completion by 60%
- **Prototyping:** Delivered end-to-end user flows and high-fidelity prototypes for web and mobile, accelerating stakeholder alignment and handoff

#### Softsensor.ai | UX Designer | Oct 2021 - Aug 2022

- **AI & Healthcare Design:** Designed dashboards for MedAI, simplifying complex data interfaces for non-technical users across 2 to 3 segments
- **Product Strategy:** Translated ambiguous business requirements into structured user flows and high-fidelity UI, working directly with founders
- **AI-Assisted Workflows:** Used AI tools for rapid ideation and prototyping, significantly reducing time-to-concept in a lean startup environment

### EDUCATION

#### National Institute of Fashion Technology / Bachelor in Design (B.Des)

**Awards:** Most Exemplary Application of Design Methodology (GP Award).

JUL 2017 - JUN 2021, PATNA

### SKILLS & CERTIFICATIONS

#### Tools

**Figma** (Design, FigJam, Make) • **AI Tools** (UX Pilot, Claude, Chat GPT, Gemini) • **Adobe Creative Suite** (XD, Illustrator, Photoshop, Premiere Pro) • **Webflow**

#### Core Skills

Conversion Design • A/B Testing • Design System • User Research • Wireframe & Prototyping

#### Certificates

- Google AI Essentials (2026)
- Google UX Design Professional Certificate (2021)