

ANAND PATIL

Product Designer with 9+ years of experience across fintech, luxury/D2C, and enterprise SaaS, combining 0→1 product design, design systems leadership, and data-driven design strategy.

OPEN TO

Senior / Staff Product Design
Europe

EXPERIENCE

9+ years — fintech, luxury/D2C,
enterprise SaaS

Experience

QWEEN

Staff Product Designer

SEP 2025 — CURRENT

- Authored Qween's design manifesto, setting the north-star principles for an emotion-led, experience-first luxury jewellery platform across web, app, and in-store touchpoints.
- Led 0→1 design of the brand's full digital product suite — consumer website, e-commerce platform, and in-store experiential systems — from concept through pre-launch.
- Built and scaled Qween DS 2.0, a dedicated design system, to keep visual and interaction language consistent across every surface as the product suite grew.
- Leading and mentoring a 3-person design team, moving from individual craft ownership into structured delivery, design QA, and component ownership.
- Prototyped AI-augmented design workflows, including generative styling and avatar-based try-on concepts, to explore new interaction models for luxury e-commerce.

PHONEPE

Lead Product Designer

2023 — 2025

- Led the 0→1 design for Pincode App, a hyperlocal e-commerce platform competing in the quick commerce space.
- Helped scale the app from launch to 20,000+ orders, improving conversion rates by 37% through intuitive and frictionless checkout experiences.
- Emphasized hyperlocal personalization to boost user retention and drive repeat purchases.
- Played a key role in refining lending KYC application flows, reducing drop-offs by 8%.

LOLLYPOP DESIGN

Sr Product Designer

2021 — 2023

- HDFC Securities: Led the pivotal design change for the stocks app of India's largest bank, making it more appealing and accessible for young traders.
- Played a key role in projects for HDFC Bank, Boombox, and Tenacity, contributing to improved user engagement and business growth.
- Redesigned the Bookster ERP system, streamlining workflows and reducing user friction, leading to a 30% reduction in task completion time.

FRACTAL INK

Product Designer

2019 — 2021

- Revamped the insurance journey for Bajaj Finserv, resulting in an 18% increase in conversions and a 32% decrease in drop-offs.
- Simplified complex ERP apps for Axis Bank & Nissan workflows, reducing task completion time by 20%.
- Designed interactive digital kiosks for Croma in-store interfaces, driving a 9% increase in assisted sales.

STARTUP FARMS

Product Designer

2017 — 2019

- Worked with leading brands like TATA Sky and 50+ regional and international brands across product design, branding, advertising, and visual storytelling.
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What I do

