

Kunal Satpal

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Work Experience

Cult.fit Healthcare Pvt Ltd

PRODUCT DESIGNER

Bangalore, India

June 2020 – Present

- Designed the cult.fit marketplace onboarding, successfully reducing turnaround time to 3~4 days from 10~15 days.
- Collaborated with 4 designers to develop a new design system for the overall app and web experience.
- Designed the new navigation and landing page for product line: Wellness, increasing category page visits by 5%
- Currently designing for Wellness and working on cross-sell constructs and usability studies

Cult.fit Healthcare Pvt Ltd

PRODUCT DESIGN INTERNSHIP

Bangalore, India

May 2019 – August 2019

- Designed loyalty program Fitclub V2 to increase classes attended per user/month
- Designed and seamlessly executed workout history and weekly reports for better engagement of users.
- Designed No Cost EMI payment flow, reducing customer contact ratio from x% to x-1%.

West Agile Labs

FREELANCE PRODUCT DESIGNER

Remote

October 2018 – April 2019

- Designed a cataloging dashboard, monitoring the whole business and help their salesman pitch the products.
- Worked in Scrum methodology with 2 managers and one fellow designer in 2 week-long sprints.

Cult.fit Healthcare Pvt Ltd

PRODUCT DESIGN INTERNSHIP

Bangalore, India

May 2018 – July 2018

- Designed a new referral system, increasing new user to member conversion and overall member retention.
- Did user research to gain insights for user motivation and laid IA to avoid cannibalisation.

Stockroom.io

UI/UX DESIGN INTERNSHIP

New Delhi, India

December 2017 – January 2018

- Designed portal helping companies find curated talent without any expenditure on hackathons and long hiring processes.
- Delivered the two dashboard panels for both developers and companies.

Pibit

LEAD DESIGNER | CORE TEAM

Roorkee, India

April 2017 – November 2017

- Lead the design at Pibit providing online presence for local merchants increasing footfall by real time offers.
- Cultivated 22 clients and 10,000+ users in Roorkee and Dehradun.

Information Management Group

HEAD OF DESIGN

Roorkee, India

January 2017 – March 2020

- Managed a team of 12+ designers and built products for 10,000+ students/faculties..
- Designed the placement portal which has about 2 Lakh page visits per day during placements.

Speaker Initiatives

Rise Design

CONDUCTED MULTIPLE REMOTE DESIGN THINKING WORKSHOPS BUILDING AWARENESS AND USE OF THE MINDSET IN THE FIELD.

November 2020 - Present

Education

Indian Institute of Technology Roorkee

B.TECH

Roorkee, India

2016 – 2020

Skills

Software Packages: Sketch, Principle, Figma, Invisionapp, Zeplin, Marvel, Illustrator, Photoshop, After Effects

Programming Languages: HTML, CSS, Javascript

Achievements

- 2015 **KVPY Scholar**, Marked a rank of 492 among 1.5 Lakh applicants
- 2016 **IIT-JEE**, Cleared JEE Mains and Advanced with a rank of 3732
- 2018 **Featured Site of the day (CSS Lights)**, Got in the featured sites of the day
- 2018 **Site of the day (Design Nominees)**, Awarded best portfolio site of the day