

Arun Kubasad

Product Design Manager- Razorpay



Summary

I am a passionate Product designer & Researcher from Bengaluru with over **12 years** of experience in Design.

Contact

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[Link to my Portfolio](#)

Skills

Design

Heuristic Evaluation

Journey mapping

Information architecture

Brand Identity design

User Interface design

UX Design

Research & Strategy

Research Planning

User interviews

Empathy Mapping

Personas

Usability Testing

UX-Design Strategy

Tools

Figma

Adobe XD

Photoshop

Illustrator

Balsamiq

Professional Experience

Razorpay - Manager, Product Design

Nov'22 - Present

Recognition: High leadership ratings through an anonymous organisation survey

- Led a team of Product designers, user researchers and UX writer in the development of new features and product improvements for Razorpay POS Products.
- Spearheaded user research efforts, including user interviews, usability analysis & testing, and data analysis, to identify user pain points and inform design decisions.
- Collaborated closely with all relevant stakeholders to help define product requirements and roadmap
- Evangelised brand consistency across medium for consistency and right tonality through design.
- Managed concurrent projects on time and within budget focusing on project/org metrics.
- Consistent initiatives to create a supportive environment and development among the teams.

Rupeek - Senior Product Designer | UX Researcher

Jul'20 - Present

Awards won: Extramile award- Feb 2022

- **Customer life cycle:** Led and responsible for User research and Design - IA, wireframing, Interaction Design, Visual design and Usability testing.
- Led initiatives to understand customers frustration by conducting extensive usability testing and user interviews for product growth and customer satisfaction.
- Oversaw the entire development process to guarantee customer-focused releases and evaluate improvements.

Product Design Consultant

Oct '18 - Jun'20

Mercedes-Benz research and development India

Improved legacy enterprise software used in quality assurance and testing of the cars and Trucks.

Helping founders optimize their product through good design as a standard business practise. **Products:** Digidoctor (Skin Beauty Pal), Saral Mandi, Create cures, Valterlongo foundation.

Design Manager-Winnerbrands

Aug '17 - April'18

Managed internal and external design team for an online market place for branding and UI UX Services.

Communication Designer

Jul '12 - July 17

Primarily worked with consumer brands, businesses and start ups with design requirements

Certifications

Service Design Thinking

Human Factors International

Human Computer Interaction

Interaction Design Foundation

Design Thinking Masterclass

UBQT Design thinking school

Education

Bachelor of Fine Arts

Karnataka University Dharwad