# Kuldeep Tripathi

Driving Product-Led Growth Through Design — From Strategy to Execution

Mumbai, India
(+91) 9152-476-207

kuldeeptripathi611@gmail.com
Portfolio: - kuldeeptripathi.com

## EXPERIENCE

### **AU Small Finance Bank** — Sr. *Product Designer*

SEP 2026 - Present

- Designed end-to-end loan journeys covering discovery, eligibility, application, documentation, approval, and disbursement, simplifying complex financial workflows.
- Designed a digital locker journey to digitize an offline process, enabling customers to complete it digitally with greater convenience and efficiency.
- Revamping AU's Internet Banking platform to optimize key user journeys, improve usability, and deliver a seamless digital banking experience.

### **Axis AMC** — *Product Design Lead*

APR 2024 – SEP 2026

- Leading end-to-end product design and UX strategy for Axis Mutual Fund's web and mobile applications, serving 5.1M+ monthly users (2.1M web + 3M app), including 1.2L web and 1.8L app logged-in users.
- Managing and mentoring a team of 8+ product and UI/UX designers, driving design excellence, ownership, and process maturity.
- Defined and executed design strategy for key fintech products, ensuring alignment with business goals, user needs, and compliance standards.
- Ideated and launched the Micro Investment Module (10 SIPs at once), driving a 53% YoY increase in Digital AUM and a 23% rise in new SIP registrations.
- Led the redesign of high-impact user journeys (Login, Onboarding, KYC, Payment, Thank You), achieving a 30% increase in successful transactions. Reduced friction in the payment experience, resulting in a 10% reduction in payment failures.
- Built and scaled a design system with reusable components, tokens, and UI patterns, reducing design and handoff turnaround time by 15 days.
- Implemented component-based and system-driven design, accelerating development and improving design consistency across platforms.
- Partnered closely with Product Managers, Engineering, Business, Marketing, and Compliance teams to deliver compliant, scalable and high-performing digital experiences.

### **Arham Labs** — *Sr. UX Designer*

Aug 2021 - Mar 2024

- Collaborated with cross-functional teams to design products from concept to production, including user research, wireframing, prototyping, and testing.
- Designed user interfaces and experiences for web and mobile applications. Worked closely with development teams to ensure designs were implemented correctly.
- Created wireframes and interactive prototypes to visualize design concepts and test usability. Developed design systems and style guides to ensure consistency across products.
- As a single point of contact, I managed multiple projects and clients simultaneously.

### **Argience** — *UI/UX Designer*

Jan 21 - Aug 2021

- Contributed to the development of new digital products by conducting user research, creating wireframes, building interactive prototypes.

- Designed intuitive and visually engaging concepts for both web and mobile applications.
- Delivered end-to-end website and mobile app UI designs aligned with brand guidelines and user needs.

### **Freelance** — *UI/UX Designer*

Aug 2019 - Jan 2021

- Collaborated with diverse clients across multiple domains—including PhleboPro, LeadTym, and Tensai — delivering responsive websites, mobile applications.

## STRATEGIC LEADERSHIP & IMPACT ON PRODUCT METRICS

### **AXIS AMC** — APR 2024 – SEP 2026

- Led and scaled in-house design team with streamlined processes, fostering a high-ownership, experimentation-driven culture.
- Defined UX strategy for key product innovations like Micro Investment Module and Corporate Portal, driving SIP growth, digital adoption, and new investor acquisition.
- Increased conversion rates across key flows (onboarding, KYC, payment) by reworking user journeys based on data and usability insights.
- Boosted AUM and SIP count through frictionless micro-investment experience tailored for first-time and retail investors.
- Simplified account creation and PAN registration workflows, improving funnel completion and reducing drop-offs.
- Drove user engagement and retention by reducing bounce rates and optimizing transaction feedback loops.
- Ensured all experiences were compliance-first by design, enabling risk-free scalability.

### **Arham Labs** — 2021 - 2024

- Established the right design culture, processes, and systems in collaboration with organization leadership.
- Mentored junior designers on the team.
- Developed a professional development program for the design team.
- Directed multidisciplinary, cross-functional teams in managing project scope of work for product development sprints.

## EDUCATION

**K.V Pendharkar College,** Mumbai — *Bachelor of Computer Science*

2016 - 2019

**UBS College of Science, and Commerce** Mumbai — *HSC (Science)*

2014 - 2016

**SMG High School,** Mumbai — *SSC*

2004 - 2014

## LANGUAGES

- English
- Hindi
- Marathi

## SKILLS

- AI first Design
- Team Management
- Identity Design
- Usability Testing
- User Research
- Design Thinking
- Product Design

## TOOLS

- Figma
- Adobe XD
- Notion