Krishna Varshney

Senior Product Designer | Fintech · Interaction & Motion

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Professional Summary

Product Designer with 4+ years in product design and 8+ years in design overall, building fintech products for mobile-first, low-literacy users. Conceived and owned FREED's Guided Flow end-to-end as PM and designer, cutting mandate cancellations from 30–45% to under 5% while lifting net onboarding 2% above the original flow. Has led design teams, built design systems across 13 companies, and brings deep motion craft (Lottie, Rive, After Effects) to interaction design.

Skills

Product Design: Figma, Prototyping, Wireframing, Design Systems, Interaction Design, Information Architecture, User Research, Usability Testing, Accessibility

Product & Strategy: Product Strategy, Product Ownership (PM + design), Funnel & Conversion Optimisation, Subscription & Paywall Design, Cross-functional Leadership, Agile/Scrum

Motion & Visual: Adobe After Effects, Lottie/JSON, Rive, Spline, Framer, Blender, Illustrator, Photoshop

AI Tools: Claude, ChatGPT, Lovable, Figma Make, Bolt.ai

Collaboration & Handoff: Jira, Notion, Miro, Zeplin, React Native (fundamentals)

Work Experience

FREED (GetFREED) Apr 2025 – Present

Product Designer (UI/UX) *Gurugram, India*

- **Guided Flow:** Conceived and owned end-to-end as PM and Product Designer (IC), replacing text-heavy pre-onboarding screens with a guided, visual flow for low-literacy users, using deliberate friction to build program understanding and onboard high-intent customers.
- Cut post-mandate cancellations from 30–45% to under 5% with ZOF V1, accepting a planned dip in onboarding volume; iterated through V2–V4 to hold cancellations under 5% while lifting net onboarding 2% above the original flow.
- Conceptualised and shipped Credit Wrap, a Spotify Wrapped-style credit storytelling experience, backed by a rules-based personalised video engine (Experian data + Creatomate) with dynamic data mapping and subscription unlock logic.
- Led end-to-end UX/UI for FREED's native iOS & Android app expansion, including Credit Insights, subscription gating (CI Premium paywalls, renewals, cancellation) and eligibility-based flows across DRP/DCP/DEP.
- Redesigned DRP & DCP debt resolution journeys and built FREED Shield, a proactive protection system with risk alerts and recovery nudges, balancing monetisation with user trust.
- Replaced manual financial onboarding with personalised automated video communication (AOM), and established a motion-first design system moving legacy GIFs to Lottie/JSON across PWA and native app.

Republic World Nov 2023 – Apr 2025

Product Designer *Noida, India*

- Drove UX/UI across Republic's digital news ecosystem, the Republic World app (5M+ Android installs) and republicworld.com, redesigning content discovery, live news streaming and in-app navigation.
- Ran UX audits and shipped accessibility, responsiveness, onboarding and notification improvements aligned with editorial and product goals.
- Built modular component libraries and Lottie-based motion patterns, reducing design-to-production time and keeping live news experiences consistent.

Karbon Card Jan 2023 – Nov 2023

Product Designer *Bengaluru, India*

- Redesigned the user dashboard for task clarity and visual hierarchy, increasing engagement by 32% and making transaction tracking 21% faster.
- Designed Forex onboarding with progressive disclosure and embedded tutorials, reducing drop-off by 27%.
- Designed KYC-compliant Forex Inward & Outward flows, reducing support queries by 18% post-launch.
- Streamlined Invoice Management UX, driving a 22% increase in feature adoption within 60 days.
- Created the Card++ product journey, increasing user activation by 19% through clearer flows and modular card design.

- Directed a cross-functional design team, increasing delivery speed by 30% through sprint planning, design QA and Figma systems.

Realty Assistant (Viraaj Ventures) Jul 2022 – Jan 2023
Senior Product Designer *Noida, India*

- Led product design and UX for 13+ companies under Viraaj Ventures, building unified design systems that cut design turnaround by 40%.
- Led conversion-driven design for Realty Assistant's digital sales funnel, contributing to ~70% of total sales.
- Redesigned marketing modules and lead-gen landing pages, improving lead form conversion by 38% and qualified leads by 24% in 3 months.
- Led a team of motion and visual designers, owning delivery schedules and stakeholder communication.

Earlier Experience – Motion Design

AFK Gaming | Motion Graphic Designer Jan 2022 – Jul 2022
Motion graphics for PUBG Mobile Pro League 2022, viewed by 80M+ people across six regions; campaigns for Republic of Gamers (ASUS), ASUS India and BenQ.

ITS FOR YOU Private Limited | Motion Designer Jul 2020 – Jan 2022
Progressed from Trainee to Video Editor to Motion Designer; produced content and live broadcasts for the Trained Nurses' Association of India (426K+ members) and ANEI, reaching up to ~1M views.

Freelance | Motion Designer & Video Editor Jan 2018 – Jul 2020
Motion, video and 3D work for clients in India, Portugal and the USA, including GetBoarded, CoinGape, CodeMode and Paramguru.

Education

Guru Gobind Singh Indraprastha University 2020 – 2023
B.Tech, Electronics & Communication Engineering (left in 3rd year to pursue design full-time) *Delhi, India*

Languages

English (Full Professional) | Hindi (Native) | Punjabi, Marwari, Nepali (Working)