

Ipsita Bajpai

Senior Product Designer

Open to relocate

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ABOUT ME

Senior Product Designer with a Bachelor's degree in Computer Science Engineering and 6+ years of experience designing fintech, B2B and B2C products at scale.

WORK EXPERIENCE

PhonePe (FINTECH)

Senior Product Designer | May 2025 - Present

- Increased credit-score pulls by 45%, contributing to 10Cr+ pulls to date and reaching 47% of India's active credit users.
- Transformed a static credit-score report into a paid, personalised product with actionable improvement tips, regional-language explainers, payment reminders and daily score refreshes, projected to generate ₹100Cr in revenue.

Navi (FINTECH)

Product Designer II | Jan 2023 - May 2025

- Reduced co-lending policy creation turnaround time by 98%, from 7–8 days to a few hours, by streamlining workflows between internal teams and external lending partners.
- Mentored 2 junior designers, driving design excellence and advocating for data-driven decision-making.
- Designed Navi Mutual Funds end-to-end, driving a 15% increase in fund discovery-to-investment conversion through improved search, filters and fund-listing UI, while supporting ₹150Cr in monthly investments.
- Designed multiple other products across customer loans, agent support, mobile chat experiences and configuration workflows.

Innovaccer (HEALTHCARE)

Product Designer | Dec 2020 - Dec 2022

- Worked on creating a CRM platform from the ground up for the Payer (Insurance) market, focusing on payer-provider relationship
- Designed secure data transfer solutions for payer and end customer, ensuring compliance with HIPAA and regulatory standards.

Internshala (EDTECH)

Product Designer | May 2020 - Dec 2020

Nearbuy (E-COMMERCE)

Design System Intern | Apr 2020 - May 2020

EDUCATION

Vellore Institute of Technology

Computer Science Engineering | 2015 - 2019

SKILLS

Product Design • UI Design • Interaction Design • Design Systems • Product Strategy • Prototyping
Information Architecture • Usability Testing • Data-Informed Design • Cross-Functional Collaboration

TOOLS

Lovable • Cursor • ProtoPie • Miro • Sketch • Framer • Figma • Google Stitch • Runway AI