

Ipsita Bajpai

Senior Product Designer · 6+ years in fintech, B2B and B2C

Bangalore, India · Relocating to the UK, UAE or Europe

Available in 30 days

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EXPERIENCE

PhonePe · Senior Product Designer

May 2025 – Present

- Grew credit-score checks by 45% (100M+ to date), reaching 47% of India's active credit users.
- Turned a free credit report into a paid, personalised product with improvement tips, regional-language explainers, payment reminders and daily refreshes, projected at US\$11M in revenue.

Navi · Product Designer II

Jan 2023 – May 2025

- Cut co-lending policy setup from 7–8 days to a few hours (~98%) by streamlining work between internal teams and lending partners.
- Designed Navi Mutual Funds end to end: +15% discovery-to-investment conversion, supporting US\$17M in monthly investments.
- Mentored 2 junior designers and pushed for data-informed design decisions.

Innovaccer · Product Designer

Dec 2020 – Dec 2022

- Designed a CRM from the ground up for the US health insurance (payer) market.
- Designed secure, HIPAA-compliant data sharing between insurers and their members.

Internshala · Product Designer

May 2020 – Dec 2020

Nearbuy · Design System Intern

Apr 2020 – May 2020

EDUCATION

2015 – 2019

B.Tech, Computer Science Engineering · Vellore Institute of Technology

SKILLS AND TOOLS

Skills

Product design · UI and interaction design · Design systems · Product strategy · Prototyping · Information architecture · Usability testing · Data-informed design

Tools

Figma · Framer · ProtoPie · Cursor · Lovable · Miro · Sketch · Google Stitch · Runway