

Roopam Sonpethkar

Senior Product Designer

(4+ Years of Experience)

roopam.work

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About me

Experienced Product Designer with a strong expertise in User Experience and a focus on delivering digital products and building scalable systemic designs for NPS improvement. Passionate about crafting empathetic designs that make complex features appear seamless. Dedicated to diversity and flexibility in design, with a commitment to managing projects that address real-world business challenges

Education

Master Degree - M.Des - Information Design

National Institute of Design, Bengaluru

Bachelor's Degree - B.E. - Electronics &

Communication

RCOEM Nagpur

Skills

Design Leadership

Product & UX Design

Interaction Design

Design Strategy

Design Research

Competitive Analysis

Persona Development

User Journey Mapping

Wireframing & Prototyping

Information Architecture

Data Driven Design

User Testing & Quality Assurance

Contact me

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Experience

PayU Credit - Sr Product Designer - 1y 6m

Leading product initiatives for Lazypay, Paysense, and merchant websites, enhancing internal tools, partner platforms, and consumer-facing features to drive operational efficiency and productivity.

- Lead a cross-functional team of UX researchers and visual designers, overseeing their outcomes to ensure cohesive, user-centric experiences while collaborating closely with product managers, developers, and content designers to drive aligned and impactful product solutions.
- Resolved over 200+ UX issues to ensure the seamless quality and user experience across both app and web platforms.
- Demonstrated expertise in aligning stakeholders to define strategic direction for product and design roadmaps, driving maximum conversion rates and reducing support tickets.

Niyo Solutions - Product Designer - 2y

Collaborated with multifunctional teams across the fast-paced organization. Envisioned feature flows that improve app experience.

- Re-designed multi-bank onboarding to improve user conversion (43%)
- Led design efforts for Niyo's Credit Vertical tied up with Credit Vidya, Liquiloans, achieving a surge in company's revenue of 10+ Crores within 1st 3 months
- Designed a seamless user experience for Faster Card Delivery, tying up with Delhivery.
- Actively organized design efforts for a unified Design System in Niyo's mobile app.
- Designed Personalized Fintech Profile experience for customer base.

ValueLabs - Design Consultant - 8m

Worked with company clients like M7 to automate their customer service with Chatbot Templates for customer satisfaction through conversational UX.

IDC, IIT Bombay - Service Design Intern - 4m

Worked closely with Prof.Khambete to design Service Design deliverables in the Healthcare domain with NGOs