

Ketan Damle

Product Designer | Fintech | 0-to-1 Products

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My journey started in design, driven by a need to understand the 'why' behind user behavior. In a fast-paced fintech startup, I stepped up to fill the PM gap, taking a product from a whiteboard concept to a market reality. I thrive on turning messy user research into a clear strategy and shipping products that work. I'm ready to bring this hands-on, user-first approach to a full-time Product Design role.

Experience

Qwark (formerly Unmaze) | Mumbai

Oct 2023 - Present

Founding Designer & Product Strategist

- Established the complete brand identity for Unmaze and Qwark, covering logo, typography, and social media.
- Validated the product direction and shaped the roadmap by conducting **50+** user interviews, analyzing **800+** survey responses, and testing a fully functional, variable-driven Figma prototype with over **20** users.
- Created a scalable design system using Figma tokens that streamlined prototyping & engineering handoffs.
- Built the core "**Journeys**" feature to deliver personalized financial portfolios based on user cash flow & goals.
- Designed and built the company websites in Framer, eliminating development overhead for the website.
- Collaborated with the founder to create the investor pitch deck, shaping the narrative for fundraising.

Product Lead

- Launching a 0-to-1 wealth advisory product, managing the full lifecycle to acquire **1000+** users in the **Q1**.
- Owned product metrics using **Firebase & Google Analytics**, delivering insights that drove product strategy.
- Led integration initiatives between Qwark and various NBFCs, contributing to product growth.
- Crafted detailed PRDs for key fintech API integrations (**Account Aggregator & KYC**), enabling aggregated financial views for users and ensuring SEBI compliance.
- Improved **developer handoff** with detailed user flow diagrams that covered all edge cases & error states.

Contlo | Bangalore

Jan 2023 - Jul 2023

Product Design Intern

- Contributed to the core user journey and information architecture for the world's first E-commerce AGI, focusing on product ideation and initial feature definition that shaped the MVP.
- Creating a robust design system based on ANT design system for rapid prototyping and development.
- Designed the UX of **Serfo**, a B2B CPaaS product, focusing on user journeys and IA to optimize the UX.

Arya Chanakya Consulting Co. | Nagpur

Jun 2022 - Dec 2022

Product Design Consultant

- Identified 15+ critical usability issues by performing a heuristic evaluation of the existing mobile app and an in-depth competitor analysis; proposing high-impact solutions that were implemented in the new app .

Education

Next Leap

2025

Product Management Fellowship

MIT ID Indore

2021 - 2023

M.Des Industrial Design

Indian Institute of Technology, Kharagpur

2016 - 2020

Bachelor of Technology Mechanical Engineering

Projects

Appointment Booking Platform (Psychologist) | Freelance

July 2025 - Current

- Architected a full-stack solution for booking therapy sessions, utilizing a monorepo structure to manage both the **client-facing web app** and the **admin dashboard**.
- Developed the platform using Next.js (React) and MongoDB, deploying both applications to **Vercel**.
- Leveraged generative AI (including Google AI Studio) through precise prompt engineering to accelerate development, optimize code, and find solutions.
- Integrated **Google Authentication** for secure user login and **Google Analytics** to track user engagement.
- Implemented a third-party integration with **Zoho Booking** to streamline the scheduling process for both clients and the psychologist.
- Built a dedicated admin dashboard for the psychologist to manage sessions, clients, and availability.

Personal Finance Dashboard | Self-Project

May 2025 - June 2025

- Developed a full-stack personal finance dashboard using the MERN stack (React, Node.js, MongoDB) that integrated with Groww APIs to provide real-time stock tracking and actionable investment insights.
- Integrated the Gemini API to analyze market trends after discovering Groww's API limitations made it non-viable for the data-intensive needs of algorithmic trading.

PCOS | FemCare Mobile App for PCOS Patients

Aug 2022 - Sep 2022

- Conducted the end-to-end UX research and design process, personally interviewing **13** qualitative stakeholders (9 patients, 2 parents & 2 gynecologists) to identify core problems.
- Performed competitive analysis and summarized the findings into **4 detailed user personas** & empathy maps, and a problem statement.
- Conducted open/closed **card sorting** with 8 users to build & validate a data-driven Information Architecture.
- Designed key **user flows** (e.g., onboarding, consultation booking) & a **sitemap** to guide the final prototype.

Skills

Product Management

Product Strategy, Product Roadmap, Market Analysis, Competitive Analysis, A/B Testing, KPI Definition & Tracking, User Stories, Stakeholder Management, Go-to-Market Strategy.

User Experience

User Interviews, User Persona, Empathy Mapping, Journey Mapping, Wireframing, Prototyping, Information Architecture, Usability Testing, Heuristic Evaluation.

Design Softwares

Figma, Figjam, Photoshop, Framer, Jira, Notion, Balsamiq, WIX, After Effects, Cursor AI

Technical

React.js, Node.js, MongoDB, RESTful APIs, Git, Firebase (Google Analytics), Postman.