

Ishaan Kapoor

Product designer · Pune

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WORK

Product designer, a fintech startup in Pune Jul 2024 – now

- Redesigned bill payments: completed payments up from 34% to 68% of people who start one.
- Ran 14 usability sessions in Marathi and Hindi with first-time UPI users.
- Built Lumen, the team's design system: 64 components, 92% of screens use it.

UX design intern, a health-tech studio in Bengaluru Jan – Jun 2024

- Designed the reception queue and WhatsApp updates for Sehat Clinics (6 clinics).

Freelance 2022 – now

- UX audits and app designs for small businesses around Pune.

EDUCATION

B.Des, Interaction Design 2020 – 2024
a design school in Pune

TOOLS

Figma, FigJam, ProtoPie, Maze, Notion, Illustrator, a little HTML and CSS

RECOGNITION

- Shortlisted, student category, a national UX awards, 2024
- Google UX Design Certificate, 2023
- Speaker, Pune UX meetup: "Designing for first-time UPI users", 2025