

Jitender Sharma

Senior Product Designer | Fintech & AI-Native Design

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SUMMARY

Senior Product Designer with 7+ years of experience defining and shipping scalable fintech products at Razorpay and PayU. Experienced in leading design across complex, cross-functional teams - from setting product direction and shaping roadmaps to raising the design bar through mentorship and process. An early AI adopter who actively integrates AI into the design workflow, constantly exploring new tools and techniques to build more delightful, user-centric products faster and with greater impact.

EXPERIENCE

Senior Product Designer | Razorpay

Nov 2023 - Present

- **Task Force App:** Replaced fully manual, paper-based process with a 100% digital field operations app for Razorpay Point of Sale (POS) Engineers nationwide - cut ticket closure time by **65%**, introduced full transparency and ownership. Extended to Android POS, QR devices, and standees.
- **Downtime Dashboard:** Reduced issue isolation time by **95%** (from 6 hours to 5 minutes) and cut payment failure support tickets by **40%**.
- **Offer Engine for Air India:** Extended Razorpay's offer engine to handle complex, high-volume offer architecture - onboarded one of the largest enterprise clients onto the platform.
- **Catalog on POS:** Shipped Product Catalog live for **200+ merchants**, contributing to Razorpay POS affordability revenue. Adapted and launched for Apple offline brand outlets.
- Shipped **20+ features** across Razorpay POS App spanning multiple device form factors in a high-velocity fintech environment.
- **AI & Design Engineering:** Pioneered AI-assisted design workflows as one of the first designers to raise a Pull Request (PR) for frontend Dashboard work using internal/external Model Context Protocols (MCPs). Top-10 finalist at Razorpay AI Hackathon; presented AI-powered Contact Centre demo to Co-founders and senior leadership.

Senior Product Designer | PayU Payments

Nov 2020 - Oct 2023

- **Recommendation Engine (0-to-1):** Designed PayU's intelligent payment recommendation engine - **80%** of payments complete within 60 seconds (vs. 2-3 mins prior), drop-offs down **28%**, success rate up **5%**.
- **EMI Revamp:** End-to-end redesign of the Equated Monthly Installment (EMI) flow resulting in a **25% increase** in EMI success rate.
- **Offer Engine (0-to-1):** Designed merchant-facing offer creation product; **200+ merchants** onboarded within first quarter.
- **Checkout Express (0-to-1):** Led design for new Small and Medium Business (SMB) checkout product covering address management, order tracking, user management, and payments.
- Managed design sprints across multiple concurrent products; collaborated with Product, Engineering, and Business stakeholders.

Freelance UX Designer | Independent

Feb 2020 - Nov 2020

- Designed websites for real estate developers including Omaxe, Primespace, and PS Group - end-to-end from research and wireframes through to final UI.
- Conducted user research to inform website frameworks and information architecture for property developers.

Member Technical - Frontend & Design | ADP Pvt Ltd.

Oct 2017 - Nov 2019

- Designed and developed frontend features for 401K retirement-services products for US enterprise clients.
- Authored automation test scripts; collaborated closely with cross-functional engineering teams.

IMPACT AT A GLANCE

95% Faster issue isolation - Downtime Dashboard

65% Ticket closure improvement - Task Force App

28% Drop-off reduction - PayU Recommendation Engine

SKILLS

Design: UX Design, UI Design, Interaction Design, Design Systems, UX Architecture, Prototyping, Wireframing, Data Visualization, User Flows, Storyboarding, 0-to-1 Product Design, Mobile & Web Design

Research: User Interviews, Usability Testing, A/B Testing, Journey Mapping, Competitive Analysis

AI & Dev: Vibe Coding, Claude Code, Figma Make, HTML, CSS, React, Prompt Engineering, Developer Handoff

Tools: Figma, Marvin, Lottie, DevRev, Jira, Clevertap, Hotjar, Notion

Product: B2B SaaS (Small and Medium Business (SMB) & Enterprise), Data-driven Design, Stakeholder Management, Roadmap Shaping

Leadership: Cross-functional Collaboration, Mentorship, Design Ops, Adaptability

EDUCATION

B.E. Computer Engineering - First Class with Distinction

2013 - 2017

University of Pune

UX Design

2020

Umber Learning Facility

RECOGNITION / MENTORSHIP

- Top-10 finalist, **Razorpay AI Hackathon 2025** - presented AI-powered Contact Centre demo to Co-founders and senior leadership.
- Facilitated **15+ sessions on AI Design Craft** - helped designers in the team integrate AI into their daily design process.
- Mentored young designers as a mentor at **BlueLearn** for their design cohort.
- Gave a talk on "**Designing for Fintech**" at DesignBoat UI/UX School.