

Kalki Kaul

Product Designer | IC + Leader

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[Portfolio](#) | [Linkedin](#)

Professional Summary

Strategic and hands-on Product Designer with a track record of scaling zero-to-one products and leading end-to-end design operations, including hiring and team building. Specialized in complex systemic re-architectures, conversion optimization, and building cross-functional design squads. Proven ability to bridge the gap between high-level product strategy and granular execution, consistently delivering measurable impacts on revenue, engagement, and operational efficiency.

Work Experience

Loop Health — Lead Product Designer

Feb 2024 – Present | Bengaluru

- Spearheaded the zero-to-one design and scaling of HealthFlex, transforming it from a vision in a roadmap doc and nothing on-ground, to a core product line capturing 10% of the total premium book within six months.
- Personally owned and executed end-to-end design for multiple distinct services during the MVP phase, including family-structure capture, pricing, benefits eligibility, wallet, and the enrolment portal.
- Scaled the HealthFlex book of business to ₹60.59 crore in premium and 75,468 covered lives by late 2025, adding an additional ₹45.93 crore in Q1 2026.
- Led a deal-based re-architecture of the product, decreasing data inaccuracies from 2.2% to under 0.1% and reducing member-upload times by 75%.
- Built and grew the design squad from a single role to a team of three, balancing personal execution with driving the longitudinal design strategy.
- Designed, developed, and piloted an independent AI-generated gamified enrolment experience, driving a 90% enrolment rate compared to the 50% baseline. (Pilot ongoing, try it [here](#))
- Conducted multi-week sales-process research sprints, shadowing account executives and leading comprehensive CSM and HR persona studies to inform the core Loop app redesign.
- Worked on almost every charter and squad in the first few months to support directly or indirectly in elevating various parts of our flows including the member app, HR Dashboard, Genome (internal service), claims etc.

Dunzo — Senior Product Designer

Jul 2022 – Oct 2023 | Bengaluru

- Led the user design team through multiple impactful projects aligned with key business goals including AOV, discovery, and retention.
- Owned design execution across two major growth tracks: AOV and Discovery; drove initiatives that increased average order value from ₹350 to ₹500.
- Architected a complex multi-product design system spanning web, mobile, consumer, partner, merchant, and D4B platforms.
- Evangelized design practices across the organization, instituting standardized SOPs, design ops processes, and hiring frameworks.

Leap — Product Designer

Jun 2021 – Jul 2022 | Bengaluru

- Led design for a suite of products tailored to the Indian study-abroad demographic across BOFU, TOFU, and Android mobile apps.
- Redesigned the conversion page UI, driving a 30% jump in conversion rate and a 63% increase in form completion rates.
- Overhauled BOFU shortlist flows and user dashboard, raising shortlist feedback from ~55% to 82% while boosting app adoption and chat engagement by 20%.

Ipsator — Product Designer

Feb 2020 – Jun 2021 | Bengaluru

- Led product design for an app serving 150k+ active monthly users in India with lifetime revenues exceeding ₹130 Cr, enabling food delivery on moving trains.
- Decreased homepage bounce rate by 17%.
- Drove an increase in positive app store reviews (4 & 5 stars) while elevating overall flow engagement and dwell time.

Appworks — UX Designer

May 2017 – Aug 2017 | Gurugram

- Executed UX/UI redesigns for client and internal web products, feature developments, and social media campaign strategies.

Freelance — UX Designer

Feb 2016 – Mar 2021 | Remote

- Delivered end-to-end design projects spanning graphic identity, UI/UX, product design, and marketing collateral across diverse industry verticals.

Education

- **M.Des in Design** | Srishti School of Design | 2017 – 2019, Bangalore
- **B.E. in Mechanical Engineering** | BIT Mesra | 2009 – 2013, Deoghar

Skills

- **Design:** User Interface (UI) Design, Visual Design, Identity Design, Design Systems, Prototyping, Systems Thinking, Design Sprints, Design Evangelization
- **Collaboration & Leadership:** Workshop Facilitation, Team Management, Concept Presentations, Project Scoping, Journey Mapping, Cross-functional Leadership
- **Tools:** Figma, Adobe XD, Sketch, Adobe Creative Cloud, Miro, Notion, Jira, Principle, Framer, Microsoft Clarity, Hotjar, Android Studio
- **Research & Analytics:** User Interviews, Surveys, Usability Testing, Guerrilla Testing, User Session Monitoring, Quantitative & Qualitative Analysis