hello@shrutirathore.com · shrutirathore.com

PRODUCT DESIGNER AT MOBIKWIK — GURUGRAM, INDIA

Shruti Rathore

I design tricky things until they feel easy.

In product design since 2023, across fintech, e-commerce, healthcare and B2B tools.
I research with real people, prototype early and test before anyone writes code.
And yes, I use AI. It gets me to more ideas, faster. Picking the right one is still my job.

EXPERIENCE SINCE 2023

MobiKwik FINTECH

Product designer · Mar 2025 – Present
Product design intern · Aug 2024 – Feb 2025

- **Parent Marketplace.** Led design for a parent, store and counter hierarchy with roll-up totals and drill-down settlements: up to 40 logins a day, down to one. Support tickets fell 40%, settlement lookups got 3× faster and 2,000+ parent merchants joined in four months.
- **CCBP Insights.** Led the v2 redesign of spend insights for card bill payments: richer merchant data so less spend lands in “Others”, one breakdown, EMIs and subscriptions grouped, and 151 card designs sorted into 16 colour families.
- **Wallet top-ups.** Cut adding money from five taps to two with amount chips tied to upcoming bills and past top-ups. Top-up conversion rose 18% and monthly wallet revenue grew 12%.

boAt Lifestyle E-COMMERCE

Product design intern · Jan – May 2024

- Designed for people buying earbuds and for people trying to get them fixed: product pages, a customer experience portal, a community platform and an AI song generator.

Unthinkable Solutions B2B, HEALTHCARE, WELLNESS

Product design intern · Jun – Jul 2023

- Designed for three products in one summer: a FinOps tool, a wellness app and a hospital app.

HOW I WORK

Ask why · Snoop around · Commit to one · Try to break it · Ship it

Five whys before the first screen, the reason for every decision in writing, around 24 edge cases a project, and a look at the numbers after launch.

SKILLS

End-to-end product design · User research · Usability testing · Interaction design
Interface design · Information architecture · Data visualisation · Prototyping
Design systems · Accessibility

TOOLS

Figma · FigJam · ProtoPie · Mixpanel · CleverTap

EDUCATION

B.Des. Communication Design, National Institute of Fashion Technology (NIFT)

OFF THE CLOCK

Plant parent (mostly alive) · Cloud photographer, unpaid · Plans trips down to the spare fuse
Says Spiti. Always Spiti.

Could I BE any more prepared? Say hi.

Case studies at shrutirathore.com →