

SASWAT DASH

✉ design.saswat@gmail.com

🌐 portfolio: www.saswatdash.com

🌐 [linkedin/dashsaswat](https://www.linkedin.com/in/dashsaswat)

☎ +358-449170677

Product designer with 6+ yrs of experience in IC and leadership roles at B2C companies - with a proven track record of building products from the ground-up and finding opportunities for business growth.

Analyzing problems from many perspective, thinking about how to bring a competitive edge in the solutions - are what excites me most in the job.

SKILLS

Design & Strategy

- System Thinking
- Problem Solving
- Data Informed Decisions
- Productization of Service
- Market & Trends
- User Journey & Flow
- Gamification Strategy

Execution

- High-fidelity Design
- Vibe Coding
- Interactive Prototyping
- Micro-interactions
- Atomic Design System
- Usability Testing

TOOLS

Figma Suite, Notion, Github, Latest AI Tools (Learning with personal projects)

COURSES

Google's Project Management
Claude Code in Action
Aalto University's Web Software Development
Anthropic's - Intro to MCP

EXPERIENCE

Freelance Design Consultant

Jan 2025 – Current

Solar Minds, Dreamverse Learning Labs

Helping early-stage startups define their **product and brand direction** through helping find what customers value & making solutions for positioning competitively.

- Defined brand identities, launched gamified features and a webapp.

Founding Product Designer

Sep 2023 – Dec 2024

Zerodha Fund House (Part of India's largest retail brokerage)

Established **design foundations** for this mutual fund platform, making financial products accessible and trustworthy for everyday investors.

- Built **funds marketplace and financial tools** enabling 500K investors to invest over €330M within a year.
- Designed **OMS for fund managers, automated periodicals** like factsheets and reports with no-code tools improving operational efficiency by weeks.
- Introduced **cross-platform integrations**, improving repeat purchase rates by 25-30%. Owned transactions and monitoring flows in the investing journey.

Senior Product Designer

May 2020 – Aug 2023

Multipl Fintech Solutions (Goal based investment advisory platform)

Collaborated with founders to conceptualise the **world's first 'Invest for your future spend' platform**, while also building the design function and team

- Designed the core features from **onboarding to portfolio tracking**, leading 800K users to trust Multipl with over €100M
- Led a 5 person design team, collaborated with cross-functional teams to define KPIs and worked on **growth features including a reward system**

Product Designer

May 2019 – Dec 2019

Kompanions (EdTech and Immersive Experience Services)

Designed experiences across **AR & VR modules**, in educational and marketing contexts for company's own product line and for clients

- Worked closely CPO to **establish agile framework** for product development

Product Design Intern

May 2018 – Dec 2018

Finto Learning Solutions (STEM Educational Activities for Children)

Designed range of playful educational products for toddlers and **created a faster usability testing framework** for the R&D team.

EDUCATION

Master of Design, Toys & Games

2016 – 2019

NID, Ahmedabad (India)

Bachelor of Technology, Manufacturing Engg.

2011 – 2015

CIPET, Bhubaneswar (India)