

Shriya Paranjpe

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ABOUT ME

Product designer and builder with 5+ years across B2C and B2B designing AI, fintech and e-commerce products and early stage startups. Combines product strategy, taste, craft, interaction and visual design, with hands-on implementation to simplify complex problems and ship scalable and polished systems and designs

KEY COMPETENCIES

Designing and deploying in code	Problem discovery, UX research	Growth and experimentation
UI animations and interaction design	Product and business strategy	High intensity stakeholder mgmt
Design systems	AI assisted design	Mentoring and design critique

PROFESSIONAL EXPERIENCE

Profound.me (Stealth Startup)

Dec 2025 - Feb 2026

Senior Product Designer & Design Engineer

- As a founding designer, I partnered with founders on product strategy and led end-to-end design of onboarding and professional profiles, structuring career histories, signals and stories for matchmaking.
- I built interfaces in code as a solo designer, crafting interactions and animations and built a reusable component library.

Jupiter Money

Oct 2025 - Dec 2025

Senior Product Designer

- Led the end-to-end home-screen redesign, balancing user lifecycles, revenue, and performance guardrails; increased Day 0 activation by 10%.
- Designed My Space, a customizable in-app hub that increased products per user from 1.1 to 1.46/ 1 month.
- Designed Aurora, a premium metal debit-card experience that generated ₹8 lakh in revenue.
- Partnered with PMs, engineering, and leadership across pods to shape roadmaps and deliver initiatives.
- Mentored designers, led design critiques, contributed to the design system, and supported hiring.

Product Designer II

Mar 2024 - Sep 2025

- Redesigned onboarding, contributing to 10% higher funnel conversion, 350 additional daily accounts at zero CAC, ₹10 Crore in annualised average monthly balance growth, and 7% higher M3 retention.
- Increased first-funding rate from 61% to 74%, the highest in Jupiter's history, through growth experiments.
- Led design for a peer-to-peer lending vertical and prepaid wallet.

Product Designer I

Nov 2022 - Mar 2024

- Led the Decoupling Project, reducing dependency on Federal Bank and increasing top-of-funnel conversion by 12%.
- Designed a salary-account upgrade flow that cut upgrade time from 14 days to under 5 minutes, increasing monthly acquisitions by 27% and annual balances by ₹9 Crore.

UX Designer

- UX design for a B2B CRM and e-commerce management platform for online stores, shipping, and merchant operations.
 - Helped reduce query-resolution time by 20% and increase retention by 5% within three months of launch.
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EDUCATION & CERTIFICATIONS**Srishti Institute of Art, Design and Technology**

Bachelors in Human Centric Design/ HCI

CGPA: 8.8/10

RECOGNITION**1st place at BIK.AI company hackathon**

Designed a tool to reduce RTO losses by 80%

Emerging Leaders Program at Jupiter

Chosen to be mentored for business and product strategy

Representing Jupiter at DesignUP conference

Helped drive brand recognition

AI TOOLBOX

Claude Code

Cursor

Whisper flow

Figma

ChatGPT

Codex

Vercel (V0)