

PRODUCT DESIGNER

Puja Vasa

CONTACT

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SKILLS

PRODUCT

Strategy Road mapping

Problem Definition

DESIGN

UX Research Design System

Interaction Design Prototyping

Information Architecture

TOOLS

Figma Adobe Suite Jira

Whimsical

EDUCATION

Masters in Design

Ecole Intuit Lab, Kolkata

2021 - 2023

B.Tech, Computer Science

WBUT

2010 - 2014

PORTFOLIO

www.pujavasa.com

Product-focused UX Lead driving end-to-end product strategy, from problem definition to scalable solutions. Experienced in leading complex fintech experiences, aligning user needs with business impact, and delivering measurable growth across web and mobile platforms.

EXPERIENCE

Product Designer

StockEdge Fintech Pvt. Ltd | Dec 2022 - Present

- Contributed to **product strategy** and **roadmap discussions**, influencing feature prioritization based on user behaviour analysis, feedback loop, and competitive benchmarking.
- Led end-to-end design of Custom Scan, enabling advanced users to create personalized stock screeners—**driving +25% engagement** among power users and strengthening product differentiation against competitors.
- Redesigned dashboard screens, onboarding, KYC and other Key user journeys, **improving conversion by 12%** while reducing early-stage user friction and simplifying the navigation.
- Led cross-platform **UX strategy across web and mobile** - simplified navigation and information architecture across complex financial workflows via **JTBD & STAR** framework.
- Reimagined NPS and feedback collection mechanisms to improve data quality and user retention. [**+10% Customer satisfaction**]
- Collaborated with product and engineering leadership to define roadmap priorities, aligning user insights with business goals and technical feasibility.
- Built and scaled a **design system** that standardized UI patterns, reduced inconsistencies, and improved design engineering velocity.

Digital Design Head

Thinkers | Nov 2021 - Dec 2022

- Defined the **UX journey** for an online diaper retail platform, focusing on trust-building, ease of purchase, and product clarity for customers.
- Designed **brand identity system** and **packaging design** for brands like **Hycare & Nilaaya**.
- Created cohesive **visual language ensuring consistency** across product packaging and brand communication.
- Designed conversion-focused **website flows, aligning brand storytelling with business goals**.

Software Developer - Frontend

Cognizant Technology Solutions | Jul 2014 - Apr 2020

- Developed and optimized customer-facing web platforms for **Wyndham Hotels Group**, collaborating with cross-functional teams to deliver scalable and user-friendly interfaces
- Proactively took ownership of high-impact and complex design challenges and consistently delivered high-quality outcomes under tight timelines
- Recognized for driving initiatives beyond defined scope, contributing to overall product and team success.
- Collaborated closely with cross-functional teams, actively sharing ideas, incorporating feedback, and elevating team outcomes.