

Rupam Banik

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PROFESSIONAL SUMMARY

Product Designer with **2+** years of experience building consumer products and SaaS solutions. Skilled in product thinking, UX design, and simplifying complex problems.

EXPERIENCE

Toddle

Bengaluru, India

Junior Product Designer

Oct'25 – Present

- Spearheaded end-to-end Attendance architecture, helping secure a **\$4M** deal with CEWA schools.
- Rebuilt Attendance architecture with PMs and engineers; handled **5+** input types with **95%** prediction accuracy.
- Used AI tools to interpret design systems; accelerated prototyping and specs; reduced delivery time by 50%.
- Owned Workbook across canvas, responses, linking, and gestures, achieving an **NPS of 10** in **3 months**.

MakeMyTrip (GO-MMT)

Bengaluru, India

Product Design Intern

Apr'25 – Oct'25

- Increased MMT attraction bookings by **15%** in **2 months** by redesigning Activities pages.
- Cut visa upload time by **90%** using AI, served **15k+** monthly users, unlocked **₹ 2.7Cr/quarter**.
- Built a versatile B2B CMS to surface **curated** hotels; it was projected to drive **10%** top-of-funnel growth

CARS24

Gurugram, India

Product Design Intern

Nov'24 – Feb'25

- Introduced upsell and cross-sell patterns, increasing **discoverability** by **60%**.
- Redesigned garage estimates, **reducing** delays by up to **80%** and improving customer reviews.
- Owned automated delivery tracking, increasing workshop productivity by **45%**.

Landeed (YC '22)

Hyderabad, India

Product Design Intern

Jul'24 – Aug'24

- Led B2B design for **2,000+** units worth **INR 15+ Cr**; earned a full-time offer.
- Synthesized **100+** user interviews into app and app-store redesigns, increasing downloads by **30%** in one month.
- Raised organic conversions by **40%** through an SEO-focused homepage redesign; cut bounce rates by **50%**.
- Increased upselling by **40%** and unique customers by **25%** through regional product and registration flows.

EDUCATION

Anna University

Chennai, India

Bachelor of Technology in Information Technology

2021 – 2025

AWARDS & ACHIEVEMENTS

- **Smart India Hackathon ('23) Winner:** Designed Seedshare; earned design recognition and an internship.
- **IIT BHU Global Hackathon ('24) Winner:** Designed a temple traffic app; won INR 30,000.

LEADERSHIP, CERTIFICATIONS & SKILLS

- **Host, exLOG ('23):** Led and moderated panel discussions at one of India's largest mathematics conferences.
- **Organizer, Invente ('24):** Managed the end-to-end execution of a cipher-based competition for 2,000+ students.
- **Certifications:** University of Michigan HCI, Google UX Design, GTx HCI Professional, and Reforge.
- **Product Strategy & Collaboration:** Product Discovery, Product Design, Design Strategy, Market Analysis, Systems Thinking, Stakeholder Alignment, Design Reviews, Collaboration, Data Insights.
- **UX Research & Design:** UX Research, UI Design, User-Centred Design, Interaction Design, Information Architecture, Usability Testing, Wireframing, Ideating, Prototyping, Design Systems, Design Thinking, Visual Design, Sketching.

TECHNICAL SKILLS

- **Technical Skills:** HTML, CSS, React, JavaScript, Python, Jira, Bitbucket, GitHub, Expo.
- **Design Tools:** Figma, Framer, Adobe XD, Sketch, Mixpanel, Retool.
- **AI Tools:** Cursor, Lovable, Base44, Claude (Cowork and Design), Bolt, Midjourney, Codex, Make, Paper.