

# Koushik Gopal C

## Product Designer

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### Summary

Staff Product Designer with 9+ years of experience designing complex fintech and financial services platforms. Proven track record of improving product adoption and conversion through user-centered design, systems thinking, and cross-functional leadership. Experienced in leading design teams, building scalable design systems, and translating complex financial workflows into intuitive digital experiences for investors and financial advisors.

### Professional skills

#### Product Design

User Experience Design, Interaction Design, Information Architecture, Design Thinking, Usability Testing

#### Systems & Tools

Design Systems, Figma, Sketch, InVision

#### Research & Strategy

UX Research, User Flows, Problem Framing, Stakeholder Workshops

#### Visual & Production

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Webflow, Framer

### Experience

#### Staff Product Designer

Mar 2025 - Present

FundsIndia - A leading Indian wealth management and investment platform

Chennai, India

- Lead product design for key investor and advisor experiences across FundsIndia's wealth platform, collaborating with product managers, engineering, and business teams to deliver scalable fintech solutions used by thousands of investors and financial advisors across India.
- Manage and mentor a team of 7 designers (UX + visual), establishing design processes, sprint collaboration models, and prioritisation frameworks to balance multiple product streams without compromising design quality or delivery timelines.
- Drive end-to-end product design from discovery to delivery — translating complex financial workflows (mutual funds, portfolio management, reporting, advisor tools) into intuitive digital experiences for investors and financial advisors.
- Spearheaded the creation and governance of a mobile-first design system in Figma, establishing reusable components, interaction patterns, and theming to improve design-engineering consistency and accelerate product development.
- Influence product roadmap and UX strategy for advisor and investor platforms by partnering with leadership, product, and engineering teams to prioritise high-impact initiatives.

#### Senior Product Design Lead

Nov 2021 – Feb 2025

Computer Age Management Services (CAMS)

Chennai, India

- Improved conversion rates by 57% for the CAMS Account Aggregator platform through drop-off analysis and targeted UX improvements, increasing engagement from 32% to 49% within four months.
- Created a mobile-first analytics dashboard used by CXOs across 39 Asset Management Companies, enabling data-driven marketing and sales decisions.
- Streamlined user onboarding, resulting in a 3x enhancement in efficiency and increased user conversion rates for investment made through CAMS NPS Portal.
- Digitised distributor registration process, enhancing efficiency by 40% and reducing processing time by 30% for both online and offline applications.

## Creative Producer (UX/UI Designer)

Sep 2016 – Oct 2021

Rage Communications (currently ADK Rage)

Chennai, India

- Created the user journey and streamlined financial data sharing process for Citibank customers in Australia, ensuring 100% Open Banking compliance.
- Designed and developed the AMP North App by working closely with stakeholders and collaborating with multiple teams to efficiently build the app within the challenging timeline of 3 months.
- Achieved a 36% surge in sign-ups through the design of a compelling marketing landing page for WW Australia.
- Achieved a remarkable enhancement in user conversion rates by spearheading the redesign of Citi AU's landing pages, by designing customised front-end components to highlight Citi's Lending products instead of using standard CRM components. This strategic initiative substantially reduced user friction in product selection based on individual needs, ultimately driving remarkable business growth.

## Senior Designer

Apr 2015 - Aug 2016

Empower Pages

Chennai, India

- Led a small agile team of 4 designers to successfully complete 5 web design projects within tight deadlines, resulting in a 100% client satisfaction.
- Planned and executed viral social media campaigns for local restaurants, cafés and NGOs that generated a 40% growth in social media followers.
- Pitched innovative ideas to prospective clients, resulting in the acquisition of 5 new projects and a 20% boost in revenue.

## Achievements

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- Improved onboarding conversion 57% for CAMS Account Aggregator platform
- Increased user engagement 32% → 49% within 4 months
- Designed analytics platform used by CXOs across 39 AMCs
- Led design team of 5 designers across multiple product initiatives

## Education

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### M.Sc. Biological Photography and Imaging

University of Nottingham

2012 - 2013

Nottingham, England, UK

### B.Tech Biotechnology

SRM University

2008 - 2012

Chennai, India

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