Salaath Shaikh

Product Design Lead • Mumbai, India

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Hands-on product design manager with 8+ years of experience simplifying investing and launching products that help long-term investors and traders diversify.

EXPERIENCE

Product Design Manager • Upstox
Apr 2026 — Present

- Lead and mentor a team of **6 product designers** across top-of-funnel acquisition, activation and discoverability.
- Led the Watchlist redesign: orders from Watchlist rows up **420.8% (5.2×)**, new lists up **2,038%**, tab opens up **138%**.
- Led Account Opening 3.0: demat account opening cut from 12 minutes to **2—3**, **~38% fewer steps**, **~65%** conversion.
- Launched US stocks from 0 to 1, making Upstox one of the first brokers in India to offer them: **45.5k orders** placed.

Lead Product Designer • Upstox
Apr 2025 — Mar 2026

- Launched NPS and corporate NPS from 0 to 1: **96.4K accounts**, **₹34.6 Cr AUM**, first contribution in **under 3 minutes**.
- Launched personal loans from 0 to 1 as a standalone app: **20k downloads** and **8,037 leads**.
- Launched NCDs and bonds from 0 to 1: **0.7%** NCD market share, scalable to 5% (₹50 L revenue a month).
- Launched intraday screeners (**23%** of all equity orders) and an MTF calculator (**14.5k** daily active users).
- Redesigned the fund wallet and autopay: **3.78M users** and **15.33 L** fund additions in the first 2 months.

Senior UX Designer • Upstox
Jan 2024 — Mar 2025

- Launched goal-based investing: **2,88,788 users** set a goal in the first 3 months.
- Launched MTF on Invest: **2.5%** of all orders and **₹22.5 L** in interest earned a month.
- Designed mutual fund portfolio tracking, which improved retention and draws **11.5k** daily active users.
- Launched the commodities page: **1.28M orders** placed.

Product Designer • Tata CLiQ
Nov 2021 — Jan 2024

- Launched Tata CLiQ Palette (**4.6** on the App Store): modular homepage lifted orders **11.5%** in 30 days.
- Led Editorial on Tata CLiQ Luxury, India's highest-rated e-commerce app (**4.8**, **5M** monthly users): conversion **+6.5%**, time spent **+12%**.
- Redesigned filters (use up **29%**) and rebuilt the Seller Portal, cutting seller onboarding time by **60%**.
- Built two design systems (**500+** components) and led a research team of six: task completion up **25%**, errors down **30%**.

Assistant Art Director, UI/UX • Zirca Digital Solutions
Jul 2020 — Oct 2021

- Designed CARER (carerforcancer.com) end to end: **3.9×** more leads, **50%** lower cost per lead and **2.6×** conversion.

Founding Designer • Retale Gateway — Mar 2020 — Jun 2020

Architect & Visual Designer • Studio PM and DIG Architects — 2017 — 2019

SKILLS

Product design • 0-to-1 design, high-fidelity UI, data-dense interfaces, user flows, prototyping, user research, motion

Design systems • Tokens, component libraries, documentation, adoption, governance, OKLCH colors

Design-to-code & AI • Figma MCP, Perplexity, Claude Design, Claude Code, Cursor (AI-assisted design and research)

Tools • Figma, Framer, SwiftUI, Remotion, Mixpanel, CleverTap, Jira, Miro

RECOGNITION

Top 1% Mentor • ADPList

Product Design Star • Tata CLiQ

EDUCATION

Bachelor of Architecture • NMIMS Balwant Sheth School of Architecture, Mumbai — 2012 — 2017

Advanced Certification in Digital Design • Indian Institute of Digital Education, Mumbai — 2019 — 2020