

LOKESH KUMAR BHATIA

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SUMMARY

Product Designer with 3 years across AI, fintech, and B2B SaaS. Founding designer at Runable, taking a 0-to-1 AI agent platform from concept to public launch and a ~\$1M annualised run-rate in month one. At Rupeezy, owned the equity and F&O trading app across 200K+ users and built the B2B partner platform behind 35% of company revenue. Usually the only designer on a product: discovery, IA, interaction design, and the design system underneath.

EXPERIENCE

ZZAZZ AI - Product Designer | Bengaluru, India | Dec 2025 - Apr 2026

AI pricing infrastructure for publishers. US-registered, ~50 people. Role ended when the product and design teams were cut following a funding shortfall.

- Designed Publish, the publisher-facing product for pricing and publishing articles, with AI-assisted rewriting, alternative headings, and draft analysis surfaced as suggestions publishers could accept, edit, or ignore
- Rebuilt the payment flow from 7 steps to 4 and made it reusable across products, spanning direct payment, in-app currency, and ad-based unlocks
- Delivered the first mobile application for a previously web-only platform, working with 2 PMs and 6 engineers inside a 4-designer team
- Led design of Moment, an AI creator surface, shipping 8 features to expand content supply; introduced light mode to a dark-mode-only platform and built an internal product performance analytics tool

Runable AI - Product Designer (Founding Designer) | Bengaluru, India | Aug 2025 - Nov 2025

Pre-seed AI agent platform for reports, websites, and workflow automation. ~\$3M raised, 10 people.

- Only designer in the company**, with no PM and 4 engineers; owned the full 0-to-1 product design from first concept through public launch
- Established the agent transparency model: thinking, resource-gathering, and planning surfaced before execution, clarifying questions for underspecified prompts, and narration of each decision so long-running tasks stayed legible
- Created recovery paths for wrong or stalled results, giving users an explicit continue-or-restart decision rather than a dead end
- Shipped the onboarding and activation flow that became the primary conversion path at launch; the product reached a **~\$1M annualised run-rate** in month one

Rupeezy - Product Designer | Bengaluru, India | Feb 2024 - Aug 2025

Digital-first stockbroker. ~125 people, 200K+ registered users.

- Launched Rise Portal**, a B2B platform for ~100 digital partners on a 40% brokerage share, the acquisition channel behind 35% of company revenue; partners could not see how referrals converted or how payouts were calculated, so the problem was trust, not reporting
- Drove lead-to-customer conversion up 2.4x** over two months and a 48% drop in partner ticket volume as earnings queries became self-serve
- Owned Rupeezy Trade end to end, the equity and F&O application generating 97% of company revenue
- Consolidated Rupeezy Trade and Rupeezy Invest into one product, opening a cross-sell path that had not previously existed; **17% of mutual fund investors adopted equity and F&O**, and maintenance dropped from 4 engineers to 3
- Reduced KYC drop-off by resequencing the flow: front-loading low-effort steps after PAN verification, moving bank details into a later mobile-native step, and adding progress indication
- Built the Figma design system used by 4 designers and 7 engineers, **consolidating 200 button variants and 140 tag variants** into single components using variants and local variables
- Shipped 30+ features across onboarding, KYC, dashboards, and trading, prioritised from app store review analysis and in-app feedback, lifting CSAT ~15% on post-task surveys; tracked adoption in Firebase, ran campaigns in MoEngage; mentored a design intern

Sustainability Economics.ai - UI/UX Designer | Bengaluru, India | Apr 2023 - Jan 2024

Net-zero carbon accounting SaaS for banks, insurers, investors, and corporates.

- Sole designer on the net-zero carbon accounting platform**, one of six products across a 4-designer team, from rough wireframes to shipped product
- Rebuilt data ingestion to accept spreadsheets, cloud storage, and varied schemas, letting customers submit emissions data as they already held it rather than restructuring it into an Excel-only template
- Delivered reporting and analytics dashboards showing where emissions concentrated by business unit; customer validation run by the founder and product team showed carbon accounting ~20% faster

EDUCATION

B.Tech, Chemical Science and Technology - Indian Institute of Technology (IIT) Guwahati | Guwahati, India | 2018 - 2022

SKILLS

Design: UX Design, UI Design, Interaction Design, Information Architecture, Design Systems, Wireframing, Prototyping, User Flows, Journey Mapping, 0-to-1 Product Design

AI Product Design: Agent transparency and progress states, human-in-the-loop review flows, failure and recovery states, AI-assisted content workflows

Discovery and Measurement: App store review analysis, in-app feedback surveys, validation testing, adoption tracking, campaign A/B testing

Tools: Figma, FigJam, Framer, Miro, Jira, Notion, Firebase, MoEngage | **Domains:** AI Products, Human-AI Interaction, Fintech, B2B SaaS, Sustainability