PRODUCT DESIGN ENGINEER • 13 YEARS

Rohan Kartik

Leading design, enabling products, systems, and teams to move in cohesion. Founding designer at FOLO, India's 1st NetWorth app. Built the design team and system at Locus.sh, acquired by INGKA (IKEA). Designed engagement for 240Mn fans on Dream11. Range across AI, Fintech, Logistics, Sports Tech, and Healthcare.

EXPERIENCE

Sharpener Design — FOUNDER

Jun '22 - Present

Chief Problem Solver • New Media Design Studio

- Delivered **15+ products** across **fintech**, **healthcare**, **AI sports tech**, **HRMS**, and **e-commerce**.
- **Foundations for FOLO** through prototypes, brand direction, and pitch decks.
- **Designed for Matchday.ai**, AI badminton analytics backed by badminton legend Pullela Gopichand. Acquired by GameTheory - Rainmatter Capital.
- Designed **ShipFlex in 3 months** with team of 5. Serving **190+** carriers across **30+** countries, **1.5B+** deliveries optimised, **600,000+ hours** of effort saved.
- Optimised team selection from **2 hours to 15 minutes** for **Apna Cricket Team** and helped secure incubation at Antler.

FOLO — 0 TO 1 LAKH USERS ORGANICALLY

Jun '24 - Apr '26

Founding Designer • SEBI and RBI Regulated Environment

- Owned strategy, research, branding, storytelling, front-end, and design.
- Anchored the seed round at **₹100 Cr valuation** on early **Figma prototypes**.
- Shipped features, **Onboarding**, **Sharing**, **Document Upload**, **NetWorth Certificate**, **Account Health Checks**, **AI Companion**, and **Legacy Planning**.
- Researched with **250 families** and built a cohort of **top 100 users** for testing.
- Scaled to **100,000+ families**, **4.5*** rating on iOS and Android, **₹15,000 Crores organised** and **500+ institutional integrations** supported.

Locus.sh — IRON PILLAR AWARD

Feb '19 - May '22

Principal Product Designer • Acquired by INGKA (IKEA) in 2025

- Owned Sketch to Figma migration, built design systems to **10k+ tokens**, lifting design cycle **speed by 60%**. Led a team of eight, raised bar of craft and scale.
- Shipped **Order Management**, **Roster Management**, **Orchestration Engine**, **Network Optimisation**, **Batch & Tour Splitting**, **Analytics**, and **Mobile app enhancements** to support global FMCG clients.
- Led **on-ground research**. Integrated **data tracking** into daily design feedback through **Pendo**. Owned the redesign of **Product Analytics**, **Admin**, and **Service Dashboards** to provide better experiences for internal teams.

PORTFOLIO

https://rohankartik.com
WEBSITE

CONTACT

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EMAIL

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MOBILE

/in/rohankartik
LINKEDIN

Bengaluru, India
LOCATION

Global Remote, Relocation
AVAILABILITY

FOLO

₹ 15,000 Cr+
WEALTH ORGANISED

1 Lakh+
DOWNLOADS

4.5*
APP RATING

LOCUS - SHIPFLEX

1.5 Bn+
DELIVERIES OPTIMISED GLOBALLY

190+
PARTNERS ONBOARDED

SHARPENER DESIGN

Matchday.ai
ACQUIRED BY GAME THEORY

100Cr+
FOLO SEED ROUND ON PROTOTYPES

Apna Cricket Team
INCUBATED AT ANTLER

PREVIOUS EXPERIENCE

Antariksh
QUALCOMM DESIGN IN INDIA - TOP 10

May '18 - Feb '19

Product Design Manager • NID M.Des. Thesis • Incubated at IIT-M

- **Digitised a 5km²** area with **20 AI based smart bins**. Covered by Times of India.
- Designed **Whizzard** Logistics - acquired by **Mahindra Logistics** for **$10M**.

Fab.com
WEBBY FASHION APP OF THE YEAR - IOS

Nov '15 - Jun '16

Sr. UX / UI Designer • Acquired by PCH International

- Owned the **iOS & web experiences** for a curated marketplace. Led UI, research, and interaction. **32% cart conversion lift**. Explored **AR concepts**.

Purpletalk
CORE 77 DESIGN AWARDS - NOTABLE

Dec '13 - Nov '15

Sr. UX / UI Designer • Designed Dream11 mobile app → 240M users

- Designed the entire mobile strategy and improved **Dream11 onboarding** from **30 minutes to under 60 seconds**, while onboarding **10M users a month**.
- Other direct clients included **Cartoon Network**, **Mattel**, **Sharp**, **Honeywell**, **HDFC Ergo**, and **Ryobi**.

Univariety

May '13 - Dec '13

UX / UI Designer

- Designed workflows for a university admission web product under a mentor, managed print media, and built light-weight animations pre-LottieFiles era.

ADP India
OUTSTANDING CONTRIBUTOR X 2

Aug '11 - May '13

Mainframe Engineer • Tax and Compliance Services

- Helped design interface for product for US state tax filing during the product's shift from papers, CDs and magnetic tapes to digital.
- Wrote automation code for US Tax Laws on Mainframe Computers in COBOL.

EDUCATION

NID - B
ALL INDIA RANK - 6

Jun '16 - Jun '18

M.Des. Interaction Design • National Institute of Design • Visiting Faculty '22

- **Visiting faculty,** 2022 for the **AR, VR, MR, and XR** module.
- Graduation Project in **Smart City Management** at **Antariksh Ventures**.
- Research **intern for Hyundai** through the NID - Earn While You Learn program.
- Designed foldable cane for the visually impaired to navigate controlled spaces.

JNTU Hyderabad

Aug '07 - Apr '11

B.Tech. Electronics & Communications Engineering

- Learnt basics of semiconductor physics, programming and scientific inquiry.

SKILLS

Foundations
Typography, Colour Theory Grids, Composition, Ergonomics, and Human Interface Guidelines.

Craft
Product Strategy, Interaction Design, UX/UI Design, Visual design, Motion Design, and Accessibility Guidelines(WCAG)

Research
Qualitative & quantitative, usability testing, A/B testing, data-informed design, heuristic evaluation, data and analytics.

Leadership
Hiring, coaching, mentoring, stakeholder management, design critique, roadmapping, OKRs, B2B SaaS, consumer mindset, 0 to 1, marketing, and sales enablement.

Tools
Figma, Adobe, Lottie, Lovable, Storybook, Zeplin, Sketch, Framer, Affinity, DaVinci Resolve, Spline, Claude Design, Figma Make, FigJam, and Miro.

Programming
HTML, CSS, JavaScript, Python, TypeScript, Vercel, Claude Code, Cursor, GitHub, VS Code, Codex, Raspberry Pi, and Arduino.

AI & Emerging
Generative AI, AI-native UX, LLM interfaces, Claude, Ollama, GSAP, OpenAI, conversational UI, AR, MR, and Computer Vision.

Systems
Design system governance, a11y, iOS, Android, web, design ops, tokens, component libraries, and multi-platform consistency.