

Rohan Kartik

PRINCIPAL PRODUCT DESIGNER · 12 YEARS

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Turning ambitious ideas from **0 to 1** and **scaling them to millions of users**. Founding designer at **FOLO, India's first NetWorth app**. Built the design system behind Locus.sh, acquired by INGKA (IKEA) in 2025. Range across **consumer fintech, enterprise logistics, AI sports tech, e-commerce, and smart-city infrastructure**.

FOLO

15,000Cr⁺

WEALTH ORGANISED ACROSS INDIA

100K⁺

DOWNLOADS ON IOS & ANDROID

500⁺

DATA SOURCE INTEGRATIONS

20^x

PRODUCTIVITY WITH AI

4.5^{*}

APP RATING

LOCUS - SHIPFLEX

1.5 Bn⁺

DELIVERIES OPTIMISED GLOBALLY

30⁺

COUNTRIES SERVED

190⁺

PARTNERS ONBOARDED

SHARPENER DESIGN

Matchday.ai

ACQUIRED BY GAME THEORY X RAINMATTER

100Cr⁺

FOLO SEED ROUND ANCHORED ON PROTOTYPES

ACT

APNA CRICKET TEAM, INCUBATED AT ANTLER

EXPERIENCE

FOLO

BUILDING 0 TO 1

Jun '24 - Present

Founding Designer · SEBI and RBI Regulated Environment

- Set the design direction for FOLO, alongside founders Munmun Desai and Vishal Purohit. Owned **strategy, research, branding, storytelling, and design** in a regulated space.
- Anchored the seed round at a **Rs. 100 Cr valuation** on early Figma prototypes.
- Shipped across **Visual Design, Onboarding, Account Aggregator, Sharing, Insurance, NetWorth Certificate, Account Health Checks, AI Companion, and Legacy Planning**.
- Ran **research with 250 families** and built a **cohort of top 100 power users** for testing.
- Scaled to **100,000+ families, Rs. 15,000 Crores organised** across **500+ institutional integrations, 4.5** rating on iOS and Android.

Sharpener Design

FOUNDER

Jun '22 - Jun '24

Chief Problem Solver · New Media Design Studio

- Founded a design studio that ships 0 to 1 work for early-stage ideas. **15+ projects** delivered across **fintech, healthcare, AI sports tech, e-commerce, and HRMS**.
- Laid the **foundations for FOLO** through prototypes, brand direction, and pitch decks.
- Led **design for Matchday.ai**, AI badminton analytics co-founded by Harsha Vardhan and Ganesh Yaparla with **Pullela Gopichand** as advisor & investor. **Acquired by GameTheory x Rainmatter Capital**, Oct '23.
- Designed **ShipFlex in 3 months** with a team of 5. Now serves **190+ carriers** across **30+ countries, 1.5B+ deliveries** optimised, **600,000+ hours of effort saved**.
- Cut fantasy team creation from 2 hours to 15 min for **Apna Cricket Team**. Helped secure **incubation at Antler Startup Residency**.

Locus.sh

IRON PILLAR AWARD

Feb '19 - May '22

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

- Owned the **Sketch to Figma migration** and **built design systems to 10k+ tokens**, lifting **design cycle speed by 60%**. Led a team of eight, reinvested in craft and scale.
- Shipped **Order Management, Roster Management, Carrier Orchestration, Network Optimisation, Batch & Tour Splitting, Analytics, and Mobile app enhancements** to support customers like **Unilever, Nestle, Lenskart, UNIQLO, Myntra, and Meesho**.
- Made **on-ground research** a habit across the team. Brought **product data tracking** into daily design work through **Pendo**. Owned the redesign of **Product Analytics, Admin, and Service Dashboards** for internal teams to **provide better customer experiences**.

SKILLS

Foundations

Typography, Colour Theory, Grids, Composition, Gestalt Principles, Motion Design, and Layouts.

Craft

Product Strategy, design vision, interaction design, UI, visual design, motion design, service design, IA, accessibility (WCAG)

Systems

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

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, Da Vinci Resolve, Spline, Claude Design, Figma Make, FigJam, and Miro.

Programming

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

AI & Emerging

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

PREVIOUS EXPERIENCE

Antariksh

QUALCOMM DESIGN IN INDIA - TOP 10

May '18 - Feb '19

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

- Smart-city research & design: waste management, potholes, traffic - IRC and MORTH guidelines. **Digitised a 5km² area with 20 AI-based smart bins.** Covered by Times of India.
- Founding designer for **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 app & web experience** for a curated e-commerce marketplace. Led UI, research, and interaction end to end. **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, \$8Bn Valuation

- Clients I have directly worked with include **Dream11, Cartoon Network, Mattel, Sharp, Honeywell, HDFC Ergo,** and **Ryobi.**
- Cut **Dream11 onboarding** from **30+ mins to under 60s,** onboarding **10M users/month.**

Univariety

FOUNDATIONS IN DESIGN

May '13 - Dec '13

UX / UI Designer

- University admission web product. Designed workflows under a mentor, managed print media independently, and built light-weight cross-platform animations with HTML, CSS, SVG, SMIL, and JavaScript (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 z/OS, COBOL, DB2, VSAM and CICS.
- **Outstanding Contributor 2012 and 2013.**

EDUCATION

NID - B

ALL INDIA RANK - 6

Jun '16 - Jun '18

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

- **Visiting faculty** in 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 a foldable cane for the visually impaired to navigate controlled spaces.

JNTU Hyderabad

Aug '07 - Apr '11

B.Tech. Electronics & Communications Engineering

- Learnt the basics of semiconductor physics, fundamentals of programming and developed a scientific thinking process.