

Kshitij Khandelwal

PRODUCT DESIGNER – LONDON, UK
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Product Designer with 4+ years of experience designing world-class commercial apps for iOS, Android and web, with a proven track record of owning design end-to-end in fast-paced, high-growth environments. At a 5M+ MAU consumer platform I ran A/B tests, analysed behavioural funnels, and shipped measurable improvements to engagement and conversion.

EXPERIENCE

Product Designer – Independent

APR 2025 – PRESENT · LONDON, UK

- Delivered end-to-end mobile and web product design for startup clients – platform-native iOS and Android experiences using Apple HIG and Material Design; production-ready design in under 3 weeks per engagement.
- CN Foods (client engagement) – designed mobile and web experiences from wireframes to high-fidelity Figma mockups and interactive prototypes, working with engineers to keep implementation platform-accurate.
- Drove work from concept to execution independently – defined problem frames, mapped user flows, designed detailed interaction states, and owned developer handoff.

Lead Product Designer – Firstcry.com (Middle East)

JAN 2024 – MAR 2025 · DUBAI, UAE / REMOTE (UK)

- Led consumer product design on a 5M+ MAU mobile platform (iOS & Android) – ran A/B tests, analysed funnels, and iterated on behavioural data, driving a ~35% reduction in cart abandonment on the redesigned checkout flow.
- Built a design system from 0-to-1 – components, variables and documentation adopted by 5+ cross-functional teams; enforced platform-native consistency and cut QA defects by ~40%.

Product Designer – Metafic.co

AUG 2022 – DEC 2023 · BENGALURU, INDIA

- Led user research and design across multiple B2B SaaS and consumer products on a functionality-driven platform – mobile and web, research through to shipped UI; ran an experiment-led redesign of a core SaaS product.
- Improved design-to-engineering handoff through structured documentation and design critique, presenting rationale to PMs and engineers.

EDUCATION

MSc Human Computer Interaction

SEP 2024 – SEP 2025 · NOTTINGHAM, UK

University of Nottingham

B.Tech Electronics & Communication Engineering

AUG 2019 – MAY 2023 · JAIPUR, INDIA

The LNM Institute of Information Technology

SKILLS & TOOLS

DESIGN	End-to-end ownership · Native iOS (Apple HIG) & Android (Material Design) · Web product design · Design systems 0-to-1 · Component libraries & tokens · Typography, grids & interaction detail
PRACTICE & TOOLS	A/B testing · Funnel analysis · Behavioural data · Experiment-led iteration · Figma (variables, auto-layout, prototyping, Dev Mode) · Figma AI · Claude · Framer · Maze · Hotjar · FigJam