

PRINCE KUMAR

Designed for India · Singapore · Australia

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[Portfolio Website](#)

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Strategic Senior Product Designer with **6+ years shaping AI-native financial products across India, Singapore and Australia**. My approach delivers the vital balance between business growth, user experience, and technical scalability. Previously founding designer at ChefKart (scaled to 100K+ DAU) and Senior designer at BharatPe (drove 20% growth in UPI transaction).

Work Experience

Syfe Singapore

Senior Product Designer | Dec 2025- Present

- Designed 0-to-1 AI-powered Digital Advisory platform, enabling users to simulate life goals (retirement, dream house, etc.), and adjust portfolio allocation in real time, **driving a 22% increase** in portfolio rebalancing actions.
- Achieved a **20% funnel improvement and 40% reduction in support tickets** for Accredited Investors by redesigning the withdrawal journey post investment maturity.
- Built **Syfe AI Buddy experience**, an intelligent layer enabling users to query portfolios, turning complex financial data into an interactive chat interface that **boosted investment by 35%**.

BharatPe

Senior Product Designer | Dec 2024- Dec 2025

- Launched the 0-to-1 Mutual Funds platform, acquiring over 15K investors** within the first 2 weeks of launch surpassing estimated 10K.
- Designed and launched the Credit Line (CL) on UPI** product featured at Global Fintech Fest 2025 unlocking \$1 Trillion addressable market.
- Increased the daily card subscription from 10 to 100** by designing the new Auto EMI Credit Card experience.
- Improved funnel conversion rate to **85% (from 73.31%)** by redesigning the BharatPe TPAP app onboarding journey, reducing the average time to **5 mins from 12 mins**.

ChefKart

Founding Product Designer | Mar 2021- Dec 2024

- Scaled customer app to support **50K+ (DAU)** and the website to **100K+ DAU**.
- Led a detailed **research study with 200+ users** resulting in an immediate **90% adoption rate** of partner app.
- Drove a **60% increase in user referrals** by leading end-to-end design of the new referral program.
- Scaled the design team from 1 to 10** (product designers, graphic designers, researchers & writers).

Education

NIFT (Bachelors of Design)

2016-20

Skills

Design

Interaction Design
Conversational AI / LLM UX
Financial UX
Design Systems
Mobile-first Design
Vibe Coding
Prompt Engineering
A/B Testing
System Thinking
Design Leadership

Tools & Software

Figma
Figma Make
Claude Code
Framer
Whimsical
Adobe Photoshop
Adobe Illustrator
Adobe After Effects