

SAIEL MURDESHWAR

Product Designer

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Visual designer turned product designer building complex, high-stakes products across fintech and quick commerce, from F&O and algo-trading flows to omnichannel retail and cross-border payments. I design in systems and prototype fast, using AI (Claude) as a native part of my process to explore design variations, synthesize research, and draft copy and flows.

EXPERIENCE

Product Designer (Consultant) · Upstox Feb 2026 – Present

One of India's largest retail trading platforms, serving 15M+ investors. Designing high-impact tools for active F&O and algo traders.

- **Shipped 10 features in 6 months** across the trading experience (7 more in active development), partnering directly with PMs and traders on high-frequency, real-time workflows.
- Redesigned the **ETF Screener**, lifting active usage from **1 in 5 to 1 in 3 users** by restructuring discovery around how investors actually compare and pick funds.
- Designed **algo strategy builder flows and Autopilot advisory strategies**, enabling retail traders to deploy and automate rule-based trading without writing code.
- Built F&O trading journeys including **Theta Burn**, a purpose-built flow for options sellers managing time-decay positions, and shipped an **Intraday Screener** for fast opportunity discovery.
- Designed **MTF (Margin Trading Facility)** features, translating a complex leverage product into clear, trustworthy screens for retail investors.
- Use **Claude** throughout the design process to generate and pressure-test flow variations, synthesize user research, and draft product copy, moving from problem to validated design faster.

Associate Product Designer · Pineapple Studio Dec 2024 – Jan 2026

Product design consultancy serving fintech and enterprise clients.

- Designed **Nexus247**, the omnichannel product for India's largest mall network (131M+ annual footfalls). Mapped **5 end-to-end journeys and 20+ flows** and built a mall-first information architecture and design system that scaled from **1 to 16 malls**. Redesigned every touchpoint to attack a 99% cash-on-delivery rate rooted in low digital trust.
- Led **0→1 brand identity and website design for OutcomesAI (Glia)**, a healthcare AI for nurses. Built the visual language, messaging, and a dual-buyer (CMO/COO) site architecture from scratch. Shipped ahead of the company's **\$10M raise**.
- Redesigned the website for **BRISKPE** (cross-border payments) and ran **UX research for L&T Finance**.

Design Intern · Yellow Creative Agency May 2024 – Aug 2024

- Contributed UX/UI, social, and performance-marketing creative for brands including **PayU, Carysil, and Luxury Shopping Festival**.

EDUCATION

B.Design, Visual Communication (Hons), Unitedworld Institute of Design, Gandhinagar · 2021 – 2025

SKILLS

Product Design: End-to-End Product Design, 0→1 Design, Complex & Data-Dense Fintech Interfaces, Wireframing, Information Architecture, Interaction Design, Prototyping, User Testing

Research: UX Research & Synthesis, Usability Testing, Competitive Analysis

Tools: Figma, AI-Assisted Design & Prototyping (Claude), Adobe Photoshop, Illustrator, Premiere Pro