

Amit Patjoshi

Lead Product Designer • Design Systems, Fintech Platforms, Code-First Workflows

Lead product designer on platform and merchant-facing fintech products. I lead design systems and compliance-critical onboarding. Previously drove conversion and CRM design at Unacademy.

Experience

Feb 2026 – Present	Pine Labs Lead Product Designer	Bengaluru
	- Leading design on Pine One, Pine Labs' merchant platform, with a focus on cutting support tickets through AI - Redesigned the Pine One overview experience - Designed a new settlements page that shows merchants how their money flows: what has reached their bank account, and what Pine Labs still holds - Redesigned support end to end, bringing the support page, support bot and a new AI chatbot into one flow for both support issues and general queries - Designed an agent marketplace, and an ads agent that lets merchants create ads in minutes - Shaping the design system strategy across app and web for Pine Labs' product portfolio	
Jul 2025 – Jan 2026	Setu (Pine Labs) Lead Product Designer	Bengaluru
	- Led the Bridge platform's migration to a ShadCN design system, standardising components across five white-label bank products - Designed UPI merchant onboarding with real-time AML screening, replacing a manual spreadsheet process and reaching 100% compliance with Master KYC guidelines - Introduced a code-first handoff where design ships as working code, built with Claude Code; now the team's standard - Designed a self-ordering kiosk prototype used in sales pitches to win contracts - Authored the Bridge platform roadmap that sequences all its modernisation work	
Feb 2025 – Jul 2025	Unacademy Senior Product Designer	Bengaluru
	- Redesigned performance marketing pages, lifting conversion 5x (0.1% to 0.5%) - Led learner experience design for the test-prep business, improving lead-generation funnels while cutting tech costs	
Jul 2022 – Jan 2025	Unacademy Product Designer	Bengaluru
	- Designed WhatsApp integration for the sales CRM, driving 23% of all payments through WhatsApp payment links - Built engagement-based lead scoring, raising high-intent lead coverage from 63% to 87% - Designed an AI doubt-solving feature that cut resolution time from 4 hours to 12 seconds - Designed a predictive dialer for the CRM, making lead engagement 2.37x more efficient - Designed launch pages for Cohesive, a 0→1 generative AI tool: 10k+ users in two weeks and #2 Product of the Day on Product Hunt	

May 2021 – Jul 2021

Nestaway

Bengaluru

Designer

- Redesigned the Buy & Sell pages and built a Smart Locks marketing page in Webflow

Education

Jun 2020 – May 2022

IDC School of Design, IIT Bombay

Master's in Design

Jul 2015 – Jun 2019

SPA Bhopal

Bachelor's in Planning

Achievements

Professor R.K. Joshi Memorial Award

For excellence in typography, for Khabar Odia, an Odia headline typeface designed during my master's.

Typoday 2021

Winning poster entry at Typography Day 2021, hosted by IDC, IIT Bombay.

Monogram Masters

Tech Wizard logo featured in the Monogram Masters book by Logo Inspirations.

Skills

Design

Design systems, interaction design, visual design, information architecture, product strategy

Research

Usability testing, A/B testing, journey mapping, competitive analysis

Domain

KYC/AML, merchant onboarding, payments, design ops, multilingual typography

Tools

Figma, Claude Code, ShadCN, Vercel, Framer, Webflow, Amplitude, Jitter