

# Rajesh Sankar

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- Rajesh Sankar

- Portfolio
- Medium
  - Behance
  - Dribbble
  - Portfolio site

Experienced Lead Product Designer with 7+ years specializing in B2C & B2B fintech products. Skilled in aligning design strategies with business goals and user needs, driving adoption and enhancing user experience. Proven success in delivering impactful digital solutions, leading design teams, and contributing to community-driven design initiatives.

## Core Skills

- Design & Strategy:** Product Thinking, UX Strategy, Information Architecture, UI Design, Interaction Design, Prototyping
- AI & Innovation:** AI-powered Design Tools, Designing AI-driven Features, Workflow Automation
- Tools:** Figma, Wireframing, User Research, Testing
- Collaboration:** Team Leadership, Cross-functional Alignment, Presentation, Storytelling

## Soft Skills

- Time Management
- Team Building
- Multi-tasking
- Community Contribution

## Professional Experience

### M2P Fintech - Associate Manager, Product Design (Dec 2023-Present)

- Designing user-friendly apps and portals for **Banking & NBFCs**.
- Managing a team of 4 designers, ensuring delivery of design strategies aligned with client goals.
- Engaged with end-users for research and testing, contributing to successful UAT of banking apps (Alizz, OHB) and NBFC app (Vistaas).

### M2P Fintech - Lead Product Designer, Digital Lending (Jan 2023-Nov 2023)

- Led UX for a **Microfinance Institution app & web portal**.
- Designed agent journeys (onboarding, collections, lead creation), reducing time-to-market by 25%.
- Collaborated across teams to balance usability with business requirements.

### M2P Fintech - Product Designer (Apr 2020 - Dec 2022)

- Designed internal products (Fleet, Credit Card, Prepaid, Debit, KYC, ACS).
- Contributed to external fintech products (**Pockets by ICICI Bank, BNPL by SBIC, Forex SDK by IDFC**).
- Key achievement: Designed app from scratch, adopted by **SBIC corporate users**.

### NMW Internet Technologies - UI Designer (Jun 2019 - Jul 2020)

- Executed visual design stages from concept to final hand-off.
- Conceptualized original ideas for simplicity and user friendliness.
- Achievements: Enhanced user satisfaction by **30%**.

## Community Contributions

### Ambassador, Madrasters Creative Community

- Meetup Manager (2023 – Present): Organized and led community events, setting clear goals for Marketing, Design, Content, Development, and Logistics teams.
- Engaged with and connected 500+ designers across the community.

### Core team Member, Madrasters Creative Community

Theme Designer | Meetup Volunteer | Core member

## Education

### Bachelor of Computer Application

Madras University, 2015 to 2018.

## Recognition

- Best Performer Award – M2P Fintech.
- Time Management Award (2x) – M2P Fintech