

Chitranshu Kumar

Product Design Lead | UX & Systems Thinking

About Me

30+ years observing, 9+ years designing. I've learned that good design begins with awareness and clarity. I combine that with systems thinking to craft calm, meaningful product experiences.

Professional Experiences

Freecharge by Axis Bank

Lead Product Designer | April '25 - present

- Leading a pod of 4 designers across investment and personal finance offerings, working closely with product and engineering teams to shape cohesive user journeys.
- Supporting designers through shared exploration, reviews, and discussions to guide design decisions that balance user needs, business goals, and platform constraints.

Senior Product Designer | April '23 - March '25

- Designed end-to-end user journeys for investment products including Mutual Funds and PPF, focusing on clarity & trust.
- Led the UX of a full-stack investing and trading experience for Axis Securities, in collaboration with cross-functional teams.

Product Designer | July '21 - March '23

- Enhanced UX of the Bill Payments journey.
- Converted the Gold Loan process into a digital customer journey and redesigned internal officer facing tools from a legacy Caselite system.

Swatantra Talim Foundation

Design Educator & Explorer | May '19 - June '19

- Co-created learning experiences & facilitated workshops in design thinking and electronics for underprivileged children.

IDC, IIT Bombay

Project Staff | July '16 - Sept '17

- Co-designed grassroot innovations with NGOs through hands-on user research and real-world prototyping.

Education

M.Des. | Product Design
NID Ahmedabad

B.Tech. | Electrical Engineering
IIT Gandhinagar

Skills & Tools

Design, Graphics & Rendering Tools

Figma	Rhino
Indesign	Solidworks
Illustrator	Keyshot
Procreate	

Core Competences

User research
Systems thinking
Usability testing
Time management

Achievements

Customer Champ Award in March '23 for exceptional customer-centric experience design work at Freecharge

NID-Ford Foundation Grant 2021 for final degree project

IPR Registration: Army Stretcher for mountain regions with narrow pathways. (Co-Inventor: Prof. B.K. Chakravarthy & Aniket Bhagat, IIT Bombay)

Recipient of **Outstanding Innovation Award 2016** at 5th Convocation, IIT Gandhinagar

Interests

Education, Philosophy, Tinkering & Designing for Social Needs