

Abhay Katre

ux + product designer

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+91-75063-69250

Location

Mumbai, India

Open to relocate

My Toolkit

Concept Design // Wireframing //

User testing // Sketch // Webflow // Figma

Experience

6 years

Experience

Little Black Book Product Designer // Aug 2019 - Present

Local brand discovery platform with over 200 employees, raised \$8mn in funding

Solving problems at an e-commerce marketplace helping local brands build an online presence & effectively sell their products nationwide. Part of a 2-designer team owning all of product design for the customer-facing business, from concept design to shipping

- Consistent **5-10%** growth in sign ups, month-on-month
- App retention increased from **10% to 23%**
- Daily active users up by **18%** in less than a year

Paytm Insider Graphic Designer // Dec 2015 - Jul 2019

Originally insider.in - an event ticketing platform acquired by Paytm in 2017 for over \$6mn

Worked on marketing ideation and planning for event promoters and advertising clients, branding material for Paytm Insider. Unofficially collaborated with UX designers, product managers and engineers to ideate and design new features - including Insider Live TV, a live quiz game

Education

Mumbai University Undergraduate Degree // 2012 - 2015

Mass Media (Advertising Major)