

ARSHVARDHAN BISHNOI

Product Designer | FinTech

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SUMMARY

Product Designer with 2.5+ years on SalarySe's founding design team, building 0-to-1 fintech products across UPI payments, credit cards, bill payments and rewards. Strong in end-to-end flows, systems thinking and fast iteration, with hands-on AI-assisted prototyping using Claude and Claude Code.

EXPERIENCE

Product Designer | SalarySe | Gurugram Jan 2024 - Present
Fintech platform for salaried employees. One of two product designers on the founding 3-person design team.

SalarySe UPI | the company's first product

- Designed end-to-end flows for a credit-backed UPI payments app, from information architecture to activation, Scan & Pay and payments; it scaled from 26 to 53K+ monthly transacting users.
- Built the activation flow and scan-first navigation: 87.8% of activated users made a first payment, merchant payments reached 76.7% of volume, and quarterly payment value grew 5.8x to ₹15.35 Cr.

BBPS Bill Payments

- Introduced a backend-driven, reusable biller input system: one UI serves 100+ billers across 10+ categories, removing per-biller builds and speeding up go-live.
- Crossed ₹2.33 Cr in bill payments in its first quarter, with monthly value growing 2.3x over the quarter; monthly payers grew 6.5x within eight months.

Co-branded RuPay Credit Cards | RBL Bank, City Union Bank

- Designed SalarySe's first co-branded credit card (RBL Bank UP Card) with the design team, from application and KYC to activation and UPI linking; 10.7K+ cards issued, 58.1% activated within 30 days, powering ₹61 Cr+ in merchant payments on SalarySe UPI.
- Owned the engagement layer for the second co-branded card (CUB x SalarySe Level Up, 19.3K+ cards issued): gamified spend milestones, a milestone checklist, and activation and reward-celebration overlays.

Deals

- Revamped Deals, a gift card and brand-offers marketplace across 220+ brands, around faster discovery, a multi-card gift card builder, a side-by-side Scoins vs cash checkout and scratch-to-reveal offers.
- It reversed a declining trend in its launch month (buyers +29.8%, deals sold +40.1% MoM); Deals now drives ₹3 Cr+ in quarterly value from 15K+ buyers, 5.2x its pre-revamp monthly value.

Home Screen Redesign

- Redesigned the app's home screen as SalarySe grew from a credit-on-UPI app into a multi-product platform, turning a shelf of shortcuts into the entry point for payments, bills, credit, rewards and offers.
- Restructured the information architecture and navigation into modular product sections, with an "attention needed" layer for upcoming dues, so every product line has a clear, discoverable home.

Other products

- Created SalarySe Travel (flights and hotels) and tax-saving device leasing for employees, and boosted referral discoverability.

UX Designer | Mridul & Rohan Inc. | Remote, part-time while in college Oct 2022 - Dec 2023

- Delivered UX and UI for 20+ startup clients across apps, websites and templates, taking 13 products through full-cycle launches while running up to 3 live projects in parallel; trained the interns who took over my client work.
- Led UX for Pharmallama (Dec 2022 - Feb 2023), a medication-management app for seniors later featured on Shark Tank India; redesigned the payment cycle and subscriptions, cutting support requests ~36% and lifting subscription retention 28%.

SKILLS

Product & UX: End-to-end product design, 0-to-1 products, information architecture, interaction design, user flows, wireframing, prototyping, design systems, mobile apps (iOS, Android), user research, usability testing, data-informed design
Fintech: UPI, BBPS Bill Payments, Credit Cards, Onboarding & Activation, Rewards, Gift Cards, Leasing
Tools: Figma, Adobe After Effects, Photoshop, Illustrator, Claude, Claude Code, ChatGPT, Google Stitch, Linear, Vercel, Metabase, Mixpanel
Beyond work: National-level 10m air-rifle shooter (NRAI member); self-initiated volunteer project designing a responsive website with a donation portal for an NGO

EDUCATION

B.Des, User Experience Design | MIT Institute of Design, Pune 2020 - 2024