

ARATHI GOPAKUMAR

Senior Product Designer - Fintech, Trading & Complex Interaction Systems

+91 88485 43848 | arathigopakumar76@gmail.com | [linkedin.com/in/arathigopakumar](https://www.linkedin.com/in/arathigopakumar) | arathigopakumar.com

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years designing and shipping 0-to-1 fintech products across trading and lending, currently owning the Options design vertical for a 1M+ user retail trading platform. Architecture-trained systems thinker who applies spatial reasoning and structural clarity to high-density financial workflows, translating regulated, compliance-constrained decision making into interfaces traders use daily. Track record of measurable business impact, user activation, order volume, retention, delivered end-to-end from research and strategy through delivery and post-launch iteration, in close partnership with Engineering, Compliance, and Product leadership. Mentors junior designers and builds reusable design standards adopted across web and mobile.

CORE COMPETENCIES

0-to-1 Product Design • Design Systems & Component Libraries • Cross-Platform UX (Web, iOS, Android) • Complex Workflow & Interaction Design • Data Visualization • Compliance-Constrained / Regulated Product Design • AI-Assisted Prototyping & Research (Claude, Vibe Coding) • Stakeholder Management • Design Team Mentorship • User Research & Usability Testing • Figma, FigJam, Notion, Jira

PROFESSIONAL EXPERIENCE

Senior Product Designer — FYERS Securities

Oct 2024 – Present

India's fastest-growing retail trading platform (1M+ active users). Design lead for the Options product line.

- Own end-to-end product design for the Options vertical — research, strategy, interaction architecture, delivery, and post-launch iteration — across web, iOS, and Android.
- Led 0-to-1 design of a multi-leg Options Strategy Builder, taking it from concept to production: **34,000+ users onboarded, 25% converted to live order execution, and 5,500+ orders/day at peak** — directly expanding the platform's live trading volume.
- Designed Option Analytics, now used by **20,900+ traders generating 350,000+ interactions at 16.7 sessions/user** — a habitual-use pattern that signals daily platform retention.
- Designed multi-leg order placement directly from the option chain, introducing a trading behavior with no prior equivalent on the platform and reducing execution steps for active traders.
- Defined interaction standards and reusable component patterns adopted across web and mobile, reducing design-to-development handoff friction platform-wide.
- Use AI (Claude) to accelerate research and discovery and to vibe-code interactive prototypes, shortening the path from concept to testable flows.
- Mentor junior designers on process rigor and design quality within the options design team.
- Partner directly with Engineering and Compliance leadership to ship regulator-compliant experiences without compromising usability, in a strictly regulated financial product.

Associate UX Designer — Piramal Finance

Sep 2022 – Oct 2024

NBFC platform serving retail lending (home loans, personal loans, used-car loans) across semi-urban and rural India.

- Designed sales workflows for Personal Loan and Used Car Loan products, used daily by field sales teams operating in low-connectivity environments.
- Redesigned core application information architecture, **cutting task completion time by 15%** during high-volume loan sales cycles.
- Led UX for Neev, a field-operations mobile platform supporting volunteer coordination under the Gandhi Fellowship initiative, designed for low-literacy, low-bandwidth field conditions.
- Delivered wireframes through high-fidelity, dev-ready designs across concurrent lending products, partnering directly with Product and Engineering to hit release deadlines.

UX Designer & Researcher — Altaire Insights

Product design consultancy; embedded with client teams on 0-to-1 and redesign engagements.

Jul 2021 – Aug 2022

- Individual contributor on a 3-person team for the ground-up redesign of Nissan Connect, a connected-car customer engagement app — **improved usability-testing session engagement by 40%**.
- Increased service booking via app by 50% by improving the UX flow.
- Owned research through delivery (discovery, prototyping, handoff) on a client 0-to-1 engagement, running weekly stakeholder alignment to protect scope and hit deadline.

EDUCATION

Post Graduate Certification, Visual Design & UX — IIT Hyderabad, 2022

Bachelor of Architecture — College of Architecture Trivandrum, 2015–2020

CERTIFICATIONS

Human-Computer Interaction — Interaction Design Foundation

Enterprise Design Thinking Practitioner — IBM

Design-led Strategy — Sydney Business School