



Naman Bhatia

Senior Product Designer

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Bangalore, India

Education

M.Des, Master of Design
**School of Planning and
Architecture, New Delhi**
2019–2021

B.Arch, Bachelor of Architecture
**Government College of
Architecture, Lucknow**
2014–2019

Tools

Figma, Adobe Creative Suite, HTML
prototyping, Claude, Codex,
Antigravity, image generation tools,
GitHub, Miro, PostHog, Microsoft
Clarity, Freshdesk, and MoEngage.

Skills

UX design and research
Interaction design
Usability testing
Prototyping
Information architecture
Design systems
Accessibility
Visual and motion design

Courses

Fundamentals of Graphic Design
California Institute of the Arts via
Coursera
June 2020
[View credential](#)

Experience

Cashfree Payments | *Senior Product Designer*

April 2025–Present

- **Merchant communications:** Mapped all communications during and after onboarding; owned **visual redesign and copy** from onboarding through KYC; helped marketing build the **entire communication flow campaign on MoEngage**. Documented post-onboarding experiences; redesigned the **Banner Priority Framework** to improve the merchant dashboard. Designed communications for merchant migration from **KYC 2.0 to KYC 3.0** under updated RBI guidelines, and **actively helped create the MoEngage campaign** for the migration.
- **Improving merchant onboarding:** Introduced CKYC to improve merchant onboarding; **KYC submissions rose from 61% to 67%** for individual PAN and **73% to 79%** for partnerships. Redesigned the **verification flow for all business owners of non-IP businesses** within the onboarding journey.

• **Checkout 2.0:** Led experience and visual redesign for Checkout 2.0 across address collection, shipping, trust signals, and new payment methods including **Apple Pay and Banking Connect**. Designed and prototyped **all checkout products for GFF 2025**. Conversion success rose **63.24% to 69.88%**. Added **trust factors**: social proof delivered **approx. 11% conversion uplift** across 500+ merchants; Trusted Badge delivered **3.4% conversion uplift**. Designed **PayFast**, a quick bottom-sheet payment experience for repeat customers, resulting in **71.5% payment initiation**. Designed the **single-click Native OTP flow**, improving conversion by **approximately 3%**.

Cashfree Payments | *Product Designer*

July 2022–March 2025

- **Checkout One:** Redesigned the checkout flow **as part of a team** to make payments simpler, and introduced **advanced visual and business customisation on the merchant dashboard**. The redesign showed **+2.5% conversion** and LCP below 1.9 seconds. Designed **Address Verification System (AVS) for international cards**: Visa success rose **46% to 55%** and Mastercard **40% to 48%**.
- **Payment-method enablement:** Led experience and visual design for **self-serve payment-mode requests** on the merchant dashboard, with upfront turnaround time, pricing, and document upload. Replaced calls and emails with an **eligibility-aware flow** feeding Salesforce and operations review.

Servify | *Senior Executive - Visual Design*

April–June 2022

Designed user journeys for post-purchase device care and service.

DemandHelm | *User Experience Designer*

June 2021–March 2022

Worked on a SaaS platform helping brands maximise sales across e-commerce marketplaces, including Amazon.

Think Design Collaborative | *Design Research Intern*

May–July 2020

Explored and applied design research methods on a project.

Space Matrix | *Design Intern*

March–June 2019

Worked on office interior design.

Ochre Architects India | *Architectural Intern*

June–December 2017

Created architectural drawings, models, and renderings.