

# Tejasvi Soi

Product Design Lead

## CONTACT

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Bangalore, India

## PROFILE

Product designer with 6+ years shaping consumer and B2B products at scale, from PhonePe's 600M-user rebuild to commerce platforms and design systems. I work at the seam of design and engineering, and care most about clarity under complexity.

## EDUCATION

### Amity University

B.Tech, Computer Science Engineering  
New Delhi, India  
2017 – 2021

Multidisciplinary product designer specialising in consumer-facing products and solving problems at the intersection of design and engineering.

## Experience

### PhonePe

2024 – Present

#### Lead Product Designer

- Core designer on PhonePe 3.0 (shipped early 2025), the ground-up rebuild that took 600M+ users from a payments app to a full financial platform. Led a team of 3 designers within a program of tens of designers and ~100 engineers, owning homepage IA, a new merchandising system, and the app's first search across 800+ screens.
- Designed and shipped PhonePe's first-ever search from scratch, turning a complex multi-product IA into something users could simply ask for.
- Helped establish Mint DS, the design system that cut update cycles from years to under 7 months and shortened design-to-engineering handoffs from days to hours.

### Obvious — Design Studio

2021 – 2024

#### Senior Product Designer

Led design for clients across fintech, commerce, and logistics at one of India's leading product studios:

#### Eureka Forbes · digital commerce

2024

- Unified six fragmented portals into one platform and reframed a 40-year-old direct-sales brand around outcomes, not specs. Product-page conversion rose 31% in the first quarter; it became the company's highest-revenue channel within 8 months, and homepage bounce fell from 68% to 41%.

#### Google Pay · bills & recharge

2023

- Cut drop-offs across bills and recharge at 1B-transactions/month scale, led a cross-team merchandising framework, and shipped Google Pay's first QR-scanner brand campaign (1.2B scans/month) at zero performance cost.

#### Dunzo · consumer & merchant

2022

- Redesigned the homepage catalog driving 70% of product discovery, shipping it to 100% of users and lifting conversions, then built core merchant inventory tooling plus Dunzo's first component library.

#### Porter · city logistics

2021

- Led a 5-month, research-first full app redesign: fieldwork, personas, IA, and a rebuilt booking flow (Hick's Law) that made the experience feel faster without removing a single step.

#### Obvious · studio site

2022

- Repositioned the studio's own site from documentation to editorial declaration, with a restraint-led premium visual system that lifted traffic by 150%.

### Freelance

2019 – 2021

#### Product Design Consultant

- Worked with early-stage startups, including Pause (a SaaS product), to rapidly test and launch MVPs, cutting support queries by 50% and driving first paying users.

References available upon request

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