

# Niranjan Morkar

## Senior Product Designer

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### EDUCATION

#### National Institute of Design

M.Des in Information Design  
Bangalore | 2016 - 2018

#### Visvesvaraya Technological University

B.E in Computer Science  
Belgaum | 2012 - 2016

### COMPETENCIES

User experience design  
User interface design  
Information architecture  
Systems thinking  
User journeys & flows  
Prototyping  
Micro interactions  
Storytelling & data narratives  
Vector illustrations

### TOOLS

Figma  
Sketch  
Principle  
Adobe Suite  
LottieFiles  
Procreate  
Wix Studio  
Webflow

### INTERESTS

Music theory  
Garageband Guitarist  
Art and Illustrations  
Trekking and backpacking  
Indoor gardening enthusiast

### WORK EXPERIENCE

#### Salesforce

##### Senior Product Designer | Oct 2024 - Present

- Currently designing user experiences for Manufacturing Cloud, focusing on intuitive and effective solutions for Channel Revenue Management.
- Designing Agentforce experiences for Rebates Management, focusing on seamless workflows to enhance efficiency and productivity.

#### Microsoft

##### Product Designer 2 | May 2022 - Oct 2024 | Hyderabad

- Led design efforts for WebXT Platform with focus on Crowd Intelligence Platform (CIP) and Bing Webmaster Tools (BWT).
- With CIP, different teams in WebXT can leverage crowd resources across the globe to identify issues in their products quickly and cost effectively.
- BWT helps website owners optimise their sites for Bing's search engine. It offers tools and insights to improve a site's visibility, indexing and search performance in Bing's search results.
- I also contributed to redesign of SMS Organiser as Mini App and in reshaping the UX strategy of integrating SMSO within Start App as a part of Bing India Growth initiatives.

#### Flipkart

##### Product Designer 1 | Mar 2021 - Apr 2022

- I collaborated closely with the Product, Voice Interface, and Content Design teams to develop and implement the app-wide Nudge Platform framework.
- The aim was to enhance early shopping experience, foster trust, and establish habits among novice digital users (next 200 million users).
- By focusing on engagement and conversion metrics, our efforts targeted improved conversion rates and customer retention within the Flipkart shopping funnel.

#### Paytm Money

##### Product Designer | Aug 2020 - Feb 2021

- Effectively designed and launched Paytm Money's IPO flow in November 2020, meeting sharp production deadlines.
- I led the experience and visual design, while also immersing myself in the learning of fintech domain.
- Since its release, the product has facilitated over 300 IPO offerings showcasing its enduring success and impact.

#### Paytm (Travel)

##### Product Designer | Feb 2019 - Jul 2020

- Led the design initiatives for B2B Corporate Travel, Travel Growth, and various customer-facing products.
- Key projects included the B2B Corp Dashboard, B2B Flights, Flights modification flow, Flights fare alerts, Travel Pass, and the Design System for Paytm Travel. Additionally, contributed to projects like Metro route search and Recharge flow, among others.

##### UX Design Intern | Jun 2018 - Dec 2018

- I thoroughly crafted the entire product flow, UX, and UI for Paytm Activities adhering to a comprehensive end-to-end design process.
- This project served as the culmination of my graduation thesis for the National Institute of Design M.Des curriculum. Upon completion, I was offered a full-time role reflecting the quality and impact of my work.