

Abhishek Raj

AVP / Product Design

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[LinkedIn](#)

Product design leader with **7+ years of experience** building products, design systems, and teams across fintech, education, and B2B. Leads design across complex workflows, translating business and user needs into scalable product experiences across web and mobile. Experienced in **design-system architecture, cross-module patterns, product strategy, and user research**, with a focus on creating systems that enable designers to work independently and consistently at scale.

Built scalable design systems across **Razorpay, Cuemath, and smallcase**, covering **components, Figma variables, tokens, and responsive patterns**. Extended these systems into **behavioural guidelines and interaction principles** used across product experiences.

EXPERIENCE

Senior Design Associate (AVP) @ JPMorgan Chase

Dec 2024 – Present

- Leading enterprise product design across onboarding systems, task-lifecycle frameworks, account journeys, and documentation flows for compliance-heavy workplace platforms.
- Simplified complex workflows by defining scalable frameworks across interconnected product experiences.
- Won the Workplace AI Awards hackathon by redesigning advisor prospecting workflows and improving visibility across prospect follow-ups.

Senior Product Designer @ Cuemath

Feb 2023 – Aug 2024

- Led product design across admissions, growth, retention, and learning journeys, shaping cohesive lifecycle experiences from fragmented flows.
- Built the digital admissions experience from the ground up, improving launch-month US admissions by **11%** and payment-session conversion by **20%**.

[Cuemath case study](#)

Founding Product Designer @ smallcase

Dec 2018 – Feb 2021

- Owned 0-to-1 product design for smallcase Gateway, enabling brokers and fintech platforms to integrate stock and smallcase investing experiences.
- Built and scaled the first release from **24 to 160 merchants** in four months, supporting **~₹7 crore** in transaction volume, **99.8% uptime**, and high merchant NPS.

[smallcase case study](#)

UX Designer @ Part-time / Consulting

2021 – 2023

- **Razorpay:** Owned mobile-first banking workflows for bulk payouts, vendor payments, and urgent money-movement actions. [Project](#)
- **Pagarbook:** Designed employment, payroll, and SME finance experiences for mobile-first business owners. [Project](#)

Full work history — **7+ Years of Experience**

r2designs.github.io/about.html

EDUCATION

VIT Vellore

Information Technology major with Human Computer Interaction minor

CERTIFICATIONS

Product Development Accessibility
Introduction to Digital Accessibility
2024 IPB Cross Border Fundamentals

LEADERSHIP & SYSTEMS

Design Systems
Component Libraries
Product Ownership
Stakeholder Alignment
Roadmapping
Team Building
Design Culture
Accessibility
Scalable UI

PRODUCT & CRAFT

Product Strategy
User Research
Usability Testing
Journey Mapping
Business & Product Metrics
Interaction Design
Information Architecture
Visual Design
High-fidelity Prototyping
UX Writing