

Mehul Jatiya

Design Manager

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Bio

Joined Cashfree as the founding designer in 2019 and spent six years scaling design into a 20-person function owning the design system end-to-end, delivering B2B user experience across payments, risk, and identity, and driving a 5x growth in merchant dashboard engagement. Looking for a role where design leadership means raising the ceiling on what the whole team can ship, not just managing delivery.

Key Skills

- Product Strategy
- Design Leadership
- Cross-functional Leadership
- Systems Thinking
- Design Operations
- AI Workflow Design
- Design System Leadership
- Storytelling
- Figma Plugin Development

Education

2017 NIT Allahabad

B.Tech in Information Technology

Side Projects

- 5 open-source Figma plugins for design system audit, component tracking, and workflow automation.
- claude-for-designers - npm package that onboards designers into AI workflows via Claude Code.

Experience

Design Manager

Cashfree Payments (Oct 2025 - Present)

- Driving end to end design execution across Onboarding, SecureID, Merchant Dashboard and Risk, ensuring each vertical ships with clarity, velocity and a unified product experience.
- Leading a three member design pod while providing functional direction to the wider team, scaling craft, processes and cross-functional alignment and stakeholder management, including embedding AI led design workflows across design and front end to boost speed and quality.
- Owning and evolving the Design System as a core platform capability, tightening component governance, enforcing consistency and enabling faster, more reliable delivery across all product teams.

Lead Product Designer

Cashfree Payments (Oct 2022 - Sep 2025)

- Led AI-driven design workflow adoption for a 20+ designer team, cutting idea-to-prototype cycles from months to under a week; enabled prototype testing with customers within 3 days of ideation to accelerate feedback and iteration.
- Scaled design team from 5 to 20+ members; directly led 12 designers delivering 80+ assets for GFF 2025 product launches and marketing campaigns in under a month.

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Experience (Contd.)

- Drove 5x growth in merchant dashboard daily users (10,000 to 50,000+) by improving UX, implementing scalable design systems, and aligning cross-functional teams.
- Instituted a design system adopted by 5+ product squads, reducing feature launch times by 25% and enhancing cross-platform consistency.
- Co-created and launched the Video KYC platform as design and business owner; managed prototyping, stakeholder communication, and product marketing, achieving 50+ MTU in first 2 months.

Senior Product Designer

Cashfree Payments (Apr 2021 - Oct 2022)

- Owned design for Connected Bank Account (fund sources) and Embedded Payouts, unblocking last-mile disbursements in tools like Tally and Zoho Books; increased successful automated payouts from accounting systems by 18% within two quarters.
- Ran end-to-end research with ops and engineering to categorise top customer issues; shipped prioritised UX and policy fixes that drove a 20% reduction in support tickets for Payouts in a quarter.
- Partnered with platform teams on scale/readiness UX for peak loads (up to 12,000 TPS), introducing bulk-safe states, queue transparency, and retry UX that reduced peak-hour failures surfaced to users by 15%.

Product Designer

Cashfree Payments (Dec 2019 - Mar 2021)

- Joined as the first designer; revamped Payouts and Payment Gateway dashboard in two months, establishing a foundational design system that brought UI consistency across all modules.
- Delivered Bulk Uploads supporting 10,000 transfers per batch — reducing ops prep time by 90% and manual errors by 35%.
- Defined status and failure reason patterns with real-time tracking, improving first-time resolution by 25% and cutting investigative turnaround by 30%.

Product Designer

Drivezy Self Drive Rental (May 2017 - Nov 2019)

- Designed end-to-end UX across web and mobile for a B2C vehicle rental platform, collaborating with PMs, engineers, and marketing from wireframe to launch.