Deenaz Fuljhalay

Product Design Manager | M.Des (IIT Guwahati)

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PROFESSIONAL SUMMARY

Product Design Leader with 11+ years of experience designing scalable, high-impact digital products across healthcare, fintech, and SaaS. Proven track record of driving business growth through user-centric design, owning product direction, and influencing cross-functional stakeholders. A strong generalist with deep expertise in 0-to-1 product design, and growth design.

CORE SKILLS

Product Product Design · Product Strategy & Direction · 0-to-1 Product Development · Growth Design · Systems Thinking

Craft UX/UI Design · Interaction Design · Design Systems · User Research & Usability Testing · Prototyping · Figma

Leadership Design Leadership · Stakeholder Management · Cross-functional Collaboration · AI-assisted Design Workflows

PROFESSIONAL EXPERIENCE

Apollo 247 Bangalore, India — Dec 2024 – Present

Product Design Manager

- Rebuilt the post-quote form from 13 steps to 3, **lifting completion from 0.01% to 8%**; improved listing-to-review conversion by 44% and end-to-end funnel progression by 14%..
- Grew self-serve revenue from **₹60–70K/day to ₹2L/day;** shipped an agent tool driving **₹30L/day at 95% adoption** - now a ₹90 Cr annual revenue line.
- **Led the end-to-end redesign of the insurance journey** to support a scalable multi-partner architecture (4–5 partners).
- Redesigned Health Profiles into a living health history - **3× daily active users (2.5K → 7.5K)**, 338K unique users in 60 days.
- Own design for Health Records and Health Finance at Apollo 247, **leading a team of 6 designers** and partnering directly with the CEO, PM, and engineering.
- **Conceptualized and launched Health Profiles (0-to-1)**, turning basic profiles into structured health records with document storage, timeline view, and condition tracking.
- **Redesigned Credit Card benefit-discovery** and education flows, simplifying offerings and increasing intent to apply.
- **Mentored designers, led design reviews,** introduced early design development syncs to reduce rework.

ClickPost — Sep 2024 – Nov 2024

Consultant Product Designer

- Led 0-to-1 design of a B2B product, defining core user journeys, workflows, and product structure from scratch.
- Translated business requirements into scalable product experiences through close stakeholder collaboration.

Cialfo — Nov 2022 – Sep 2023

Principal Product Designer

- Led design for cDocs, using user research insights to create intuitive, engaging experiences.
- Iterated continuously based on user feedback to improve usability and adoption.

Waahjobs (OLX Group) Apr 2021 – Oct 2022

Principal Product Designer

- Spearheaded design direction for Waahstaff (HRM SaaS), aligning user needs with business priorities.
- Conducted end-to-end user research, including problem identification, analysis, and solution design.
- Built and contributed to design systems to improve consistency and handoff efficiency.
- Mentored designers and fostered a collaborative design culture.

Karza Technologies Sep 2020 – Jan 2021

Senior Product Designer

- Designed the end-to-end user journey for the Sandbox product.
- Conducted research and created wireframes to deliver seamless user experiences.

Edgistify Feb 2020 – Aug 2020

Product Designer

- Led the product design lifecycle from research to execution for the company website.
- Delivered solutions aligned with marketing and business goals.

WhiteCrow Research Aug 2018 – Jan 2020

UX Designer

- Collaborated with cross-functional teams to revamp the platform experience.
- Created wireframes, prototypes, and high-fidelity designs aligned with product strategy.

Aasaanjobs Sep 2016 – Jul 2018

UI/UX Designer

- Designed data-driven web and mobile experiences.
- Ensured smooth design-to-development handoff through documentation and style guides.

EDUCATION

Master of Design — Indian Institute of Technology (IIT), Guwahati 2012 – 2014

Bachelor of Architecture — Visvesvaraya National Institute of Technology (VNIT), Nagpur 2006 – 2011