

Nishant Dubey

Senior Assistant Vice President, Product Design

9+ years · Bengaluru, India



Contact

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Summary

I am Senior Assistant Vice President for product design at Wells Fargo, with nine years in B2B fintech, payments and real money gaming. I use AI tools at every stage, to sort research, draft ten directions for a key screen in a day and build working prototypes in hours. Each stage still ends with me checking the work against real users, the design system and a metric agreed with product and engineering. At Paytm and PokerBaazi I built design teams and design systems.

Experience

Senior Assistant Vice President, Product Design

Wells Fargo · Bengaluru · Apr 2024 to Present

- Product design for B2B fintech, across reports, insights and liquidity.
- Design work on AI product innovation for the bank.
- Uses AI tools through the whole of a project, from research to the handoff engineering builds from.
- Starts from the job people need done, and agrees the metric with product and engineering first.

Design Manager

Paytm · New Delhi · Jan 2023 to Mar 2024

- Designed the new failed payment screen hands-on, built around the reason for the failure. Retries went from 30 to 49 per cent of failed payments, and payments that went through on a retry from 10 to 22 per cent.
- Raised RuPay credit card activations by about 7 per cent and the click rate on Payment History by about 20 per cent. Week 0 conversion to a merchant payment for new users reached about 27 per cent.
- Hired a new design team for one vertical, then rebuilt the design system and the design process across teams.

Design Manager

PokerBaazi (by Baazi Games) · New Delhi · Jul 2020 to Dec 2022

- Replaced the one-off signup bonus with a seven day journey of small tasks. New players making a first deposit went from 6 per cent to over 20 per cent.
- Rebuilt the refer a friend flow as a full module. Referrals grew from 5 to 50 of every 100 new players, and blended acquisition cost fell by 35 per cent.
- Hired a new design team for one vertical, then rebuilt the design system and the design process across teams.

Senior UX Designer

PokerBaazi (by Baazi Games) · New Delhi · Feb 2020 to Jun 2020

- Designed the new PokerBaazi app with the Chief Product Officer and the Head of Product at Baazi Games.
- Researched the market and competitors to set the standard the new app had to meet.
- Defined the personas and planned the roadmap around design milestones.

Senior UX Designer · Collegedunia · Gurugram · Jan 2020 to Feb 2020

UI and UX Designer · 9stacks Poker · New Delhi · Jul 2019 to Dec 2019

UI and UX Designer · Freelancer · India · Jan 2017 to Jun 2019

UI and UX Designer · Lokacart Farmer's App · IIT Bombay, Mumbai · Apr 2016 to Jan 2017

Skills

Jobs to be done · User research · Prototyping and testing with AI tools · Growth design · Gamification · Design systems · Information architecture · Design management · Mentoring on ADPList · Stakeholder management · Product sense · Strategic thinking

Languages: English (fluent), Spanish (beginner), Hindi (native).

Education

University of South Wales

BA (Hons), 2:1 · Cardiff, UK · 2012 to 2015