ANIMISH KOLGE

DESIGN MANAGER · B2B SAAS & ENTERPRISE PRODUCT DESIGN · PRODUCT DESIGN LEADERSHIP

MUMBAI, INDIA ✦ CAREER CHRONICLE ✦ +91 96067 72288 · ANIMISH.KOLGE@GMAIL.COM · LINKEDIN.COM/IN/ANIMISH-KOLGE

✦ LEAD STORY · PROFILE

Design leader with **8+ years** of experience designing and scaling complex digital products across **B2B SaaS, enterprise banking, fintech and education technology**. Experienced in leading product design teams, driving end-to-end product strategy, simplifying complex workflows, building scalable design systems and establishing design operations across web and mobile platforms.

Throughout my career, I have worked on enterprise banking platforms at **Infosys Finacle**, multi-role education platforms at **Propellum**, and fintech products at **PayNearby**, delivering user-centred experiences that balance business objectives, usability and product scalability.

At **AjnaLens**, I built and led a **9-member design team**, established design governance and operations, and introduced AI-powered design workflows while leading product design for **AI-powered smart glasses** in partnership with **Lenskart**. At PayNearby, I contributed to growing Saathi's daily transactions from approximately **5,000 to 20,000**, while at Propellum, I helped scale the Teno school management platform to **7,000 schools**.

I bring a combination of enterprise product thinking, people leadership, design strategy and hands-on execution, partnering closely with product and engineering teams to build scalable, impactful digital experiences.

8+	9	7K	20K	+12%	18→12
YEARS SHIPPING PRODUCT	DESIGNERS LED	SCHOOLS ON TENO · +40%	SAATHI TXNS A DAY · 4×	DAILY BOOKING LIFT	STEPS IN LENDING FLOW

✦ EXPERIENCE · FRONT PAGE

Design Lead

APR 2025 TO PRESENT

AJNALENS · MUMBAI · AI WEARABLES

- Built and scaled the **design organisation to a 9-member team**; own hiring, mentorship, and performance management across four product lines.
- Built AI-driven design workflows with custom **Claude skills** for handover, UX flows from PRDs, automated audits, and prompt-to-UI from the component library.
- Set up the company's first design process and governance: documented standards, a design operations model, and a design maturity model with regular audits, cutting handoff friction and rework.
- Lead design for **AI-powered smart glasses** (**B by Lenskart**), among India's first; own the companion app experience (built with Lenskart) and defined the interaction model and production UI for the cross-platform wearable.
- Designed the **AI conversation experience** from the ground up: interaction patterns, responses, and error handling, plus the system design behind it.
- Built the design team's first **KRA/KPI framework** (aligned to company OKRs), tied to product goals and career growth; took ownership of the design roadmap.
- Kept the team lean; absorbed a workload that would normally need two more junior designers, through better work planning and AI, and manage AI token usage for maximum output at minimum cost.

Design Manager

MAR 2023 TO MAR 2025

PAYNEARBY · MUMBAI · FINTECH

- Led the User Experience & Design team, giving direction to product designers and UI developers to align user needs, cognitive computing, and business goals.
- Spearheaded the design and UX architecture of flagship products **Lending & Credit, NeoDukan, and Saathi**, delivering seamless, user-centric interfaces from concept to release.
- Drove product-led growth in Saathi by introducing UPI payments, growing daily transactions from **~5,000 to 20,000**.
- Improved key product features: daily train and flight bookings rose **12%**, and the gold-loan and mutual-fund journey was streamlined from **18 steps to 12**, enhancing usability and customer satisfaction.
- Implemented lean UX and agile practices that strengthened collaboration and kept production-ready work shipping continuously.
- Conducted design thinking workshops with the product team and stakeholders, driving innovation and improving product experiences.

The Toolkit

LEADERSHIP
Design leadership · Design Ops & governance · 0→1 product design · Team scaling · Hiring & performance management · Product strategy · Roadmap ownership · Executive stakeholders · OKRs

SAAS & UX
B2B SaaS & web apps · Complex enterprise workflows · Role-based UX · Growth design · Research & usability testing · Information architecture · Conversational & AI UX · Cross-platform design

AI & EMERGING TECH
AI-driven design workflows · Design systems at scale · Prompt engineering (Claude skills) · AR/VR/XR & wearables

TOOLS
Figma · Design handover & audit · Prototyping · Agile / Lean UX

Open To

Design Manager · Principal Designer · Head of Design · Design Director

B2B SAAS · FINTECH · AI PRODUCTS

Contact Desk

Mumbai, India
+91 96067 72288
animish.kolge@gmail.com
linkedin.com/in/animish-kolge

✦ CONTINUED ONLINE ✦

Read the Full Story

VIEW MY PORTFOLIO →

animish93kolge.github.io/Portfolio

EXPERIENCE CONTINUES ON P.2

✦ EXPERIENCE · CONTINUED

Lead Experience Designer

OCT 2019 TO MAR 2023

PROPELLUM INFOTECH · MUMBAI · EDTECH

- Managed a team of designers and led UX design and research across **Teno, ULearn, and Practix**, setting usability and consistency standards for all three products.
- On **Teno**, a multi-role school platform for admins, teachers, parents, and students, designed and shipped features using quantitative and qualitative data; adoption grew from **5,000 to 7,000 schools** over two years.
- On **ULearn**, built an **online exam platform** for universities: interviewed students and teachers, mapped the exam process and proctoring technology, and designed the wireframes and UI.
- Owned user research, information architecture, interaction and visual design, prototyping, and user testing across web and mobile, partnering with PMs, engineers, and testers on requirements and the roadmap.
- Created and rolled out a design system, standardising UI so the products felt consistent and the team worked faster.

Lead Experience Designer

JUL 2018 TO OCT 2019

INFOSYS DIGITAL · BANGALORE · BANKING SAAS

- Designed for **Infosys Finacle**, Infosys' SaaS banking platform, bringing user research and design-system thinking to complex enterprise banking workflows.
- Built comprehensive design systems that improved design efficiency and kept products visually consistent.
- Created storyboards and designed characters for Sanofi's **AR training experience**, making the training immersive and engaging.
- Ran product research and discovery through user interviews and journey mapping, turning pain points into insights for strategy and iterative design.
- Helped set up and lead the **Infosys Design Studio**, laying the groundwork for design practice there.

Design Intern

DEC 2017 TO JUL 2018

SCHBANG · MUMBAI · AGENCY

- Designed UI for web and mobile and built interactive prototypes, working with researchers on concept and usability testing.

✦ CREDENTIALS

M.DES, GRAPHIC DESIGN
MIT Institute of Design · 2016 to 2018

B.SC. INFORMATION TECHNOLOGY
Mumbai University · 2013 to 2016

HUMAN-COMPUTER INTERACTION
IIT Bombay · 2022

INTRODUCTION TO MIXED REALITY
Microsoft Learning Challenge · 2024

UX & INTERACTION DESIGN, AR/VR/MR/XR
Coursera · In progress

✦ TEACHING & COMMUNITY

VISITING UX FACULTY · EDIT INSTITUTE
Mentored students moving into UI/UX from diverse backgrounds; introduced a new design vertical, teaching user interviews, empathy mapping, personas, and storyboarding.

DESIGN THINKING WORKSHOP · ROTARACT CLUB OF THANE NORTH
Led an interactive session for aspiring designers on applying design thinking to everyday problem-solving.

✦ CONTINUED ONLINE ✦

Read the Full Story

VIEW MY PORTFOLIO →

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✦ SELECTED WORK · FULL CASE STUDIES ONLINE

AJNALENS · AI WEARABLES

B by Lenskart

Companion app, interaction model and AI conversation experience for AI-powered smart glasses.

AI · MOBILE · 0→1

INFOSYS · BANKING SAAS

Infosys Finacle

User research and design-system thinking for complex enterprise banking workflows.

B2B SAAS · WEB

PROPELLUM · EDTECH

Teno

Multi-role school platform for admins, teachers, parents and students, used by **7,000 schools**.

B2B · WEB & MOBILE

PAYNEARBY · FINTECH

Saathi

Introduced UPI payments, taking daily transactions from **~5,000 to 20,000**.

FINTECH · GROWTH

✦ ADVERTISEMENT ✦

Now Taking Enquiries for the *Next Season*

DESIGN MANAGER · PRINCIPAL · HEAD OF DESIGN · DESIGN DIRECTOR

Write to the desk: **animish.kolge@gmail.com** · **+91 96067 72288**