

SHASHANK KESARWANI

Product Designer

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SUMMARY

Product designer with five years across consumer AI, payments and learning products. At SpeakX I designed SpeakX AI, a chat and live voice English learning experience, and rebuilt the checkout and premium funnels to lift paid conversion 38.8% for a product serving 10M+ users. I also built the company's first design system. At Dalvoy I own product design end to end, taking it 0 to 1 and past 4 lakh+ registered users across mobile, tablet and desktop, including the data dense result and answer evaluation experiences learners rely on most.

WORK EXPERIENCE

Product Designer

Dalvoy | Nov 2025 - Present

- Owned product design from 0 to 1, shaping core user journeys and product experiences from early concepts through engineering delivery, grounded in 500+ user interviews with exam aspirants.
- Designed the result and mains answer evaluation experiences, turning dense scoring, accuracy and progress data into the product's most used screen, lifting average session length from 15 to 24 minutes.
- Shipped a single responsive design system across mobile, tablet and desktop, adapting layout and information density to each form factor.
- Partnered directly with the founding team and engineering to define, iterate, and ship ambiguous product initiatives.
- Built AI assisted workflows for rapid prototyping, concept exploration, and marketing creative production, enabling faster design iteration and broader creative testing.

Product Designer

SpeakX | Oct 2024 - Sep 2025

- Designed SpeakX AI, an AI powered English learning experience spanning chat and live voice calls, correcting learners mid conversation.
- Redesigned the UPI first checkout, lifting conversion approximately 3x for the UPI cohort and payment success by 10%.
- Rebuilt the Result Page across four scaled A/B tests: practice starts +19.5%, orders created +36.7%, payment success +30.8%.
- Redesigned the premium and checkout funnel, increasing paid conversion 38.8%, and the membership page, cutting in-app cancellations 8% and Day 0 cancellations 3%.
- Gamified the read-along lesson and ran a four day test at ~2K paid users per bucket per day: Day 0 activation +2.7 points, completion +3.2 points, cancellations -1.7 points.
- Redesigned onboarding for a 6.01% uplift in Day 1 retention, and created and governed SpeakX's first design system: component library, tokens, usage standards and contribution review.

Product Designer

Vaivatech | Dec 2022 - Oct 2024

- Owned end to end UX for B2C SaaS products, from research and information architecture through prototyping and engineering delivery.
- Conducted user interviews, usability testing, journey mapping, and competitor analysis to identify navigation issues, contributing to 7-10% higher feature adoption.

UI/UX Designer

Mobcoder | May 2021 - Nov 2022

- Worked directly with clients through requirement gathering, design reviews, and delivery, including responsive marketing and product websites.
- Designed freelance products alongside agency work, including a fitness application and an order counter web app for a US based client.

CORE EXPERTISE

Product Design, Product Strategy, UX/UI Design, Interaction Design, Information Architecture, Data Visualization, AI Product Design, Conversational and Voice Interface Design, User Research, Usability Testing, Competitor Analysis, Rapid Prototyping, Design Systems, Responsive and Multi Platform Design, Growth Design, A/B Testing, Conversion Rate Optimization, Cross Functional Collaboration, AI Assisted Design Workflows

TOOLS

Figma, FigJam, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lottie, Rive, Jira, Notion, ChatGPT, Claude, Gemini

RECOGNITIONS

Best Performer of the Month - SpeakX | May 2025

Best Performer of the Year - Mobcoder | Oct 2021

EDUCATION

Bachelor of Technology in Computer Science - ITM Lucknow