

Amit Patjoshi

Lead Product Designer • Design Systems, AI-First Products, Code-First Workflows

Lead product designer with 5+ years of experience. Currently building fintech platforms at Pine Labs, across AI-first merchant tools, design systems and compliance-critical onboarding.

Experience

Feb 2026 – Present	Pine Labs Bengaluru Lead Product Designer - Leading design for AI on Pine One: conversational workflows that resolve 51k support tickets a month and answer merchant queries - Building a group-wide design system, starting with Setu and Pine Labs, whose tokenised theming lets partner products white-label quickly - Set up AI prototyping for the team with an agent-ready design system, speeding up iteration on projects like agentic bill payments - Led 0→1 products: a self-ordering kiosk used in sales pitches to win contracts, UPI payments on car infotainment systems, Pay4 (a new payment method) and data insights
Jul 2025 – Jan 2026	Setu (Pine Labs) Bengaluru Lead Product Designer - Redesigned KYC on Bridge, Setu's self-serve onboarding platform, as one profile reused across products, cutting median completion time from 8 days to 1.2 days - Led Bridge's migration to a shadcn/ui design system, standardising components across five white-label bank products - Introduced a code-first handoff where design ships as working code, built with Claude Code; now the team's standard - Ran cross-functional research with design, product, onboarding and engineering, shaping a four-workstream platform roadmap - Redesigned Bridge's login and sign-up, increasing new sign-ups by 32% - Designed compliance reviews in Admin Bridge, including maker-checker approval, admin-to-business messaging and AI document screening, and set KYC reuse rules with Compliance and Legal
Jul 2022 – Jul 2025	Unacademy Bengaluru Product Designer → Senior Product Designer - Redesigned the performance marketing pages, lifting conversion 5x, from 0.1% to 0.5% - Designed the in-house CRM for 2k+ sales staff, where WhatsApp payment links drove 23% of all payments - Added lead scoring and a predictive dialer to the CRM, raising high-intent lead coverage from 63% to 87% and making lead engagement 2.37x more efficient - Designed an AI doubt solver that cut response time from 4 hours to 12 seconds - Brought the educator community to web, so educators and learners could talk on the platform instead of in WhatsApp groups - Designed the landing page and go-to-market for Cohesive, an AI writing tool that reached 10k+ users in two weeks and grew a 200k+ community

May 2021 – Jul 2021	Nestaway Designer	Bengaluru
	Redesigned the Buy & Sell pages and built a conversion-focused Smart Locks marketing page in Webflow	

Education

Jun 2020 – May 2022	IDC School of Design, IIT Bombay M.Des	Mumbai
Jul 2015 – Jun 2019	SPA Bhopal B.Plan	Bhopal

Achievements

#2 Product of the Day, Product Hunt For the launch of Cohesive, a generative AI writing tool.
Professor R.K. Joshi Memorial Award For excellence in typography, for Khabar Odia, an Odia headline typeface designed during a master's at IDC, IIT Bombay.
Typoday 2021 Winning poster entry at Typography Day 2021, hosted by IDC, IIT Bombay.
Monogram Masters Tech Wizard logo featured in the Monogram Masters book by Logo Inspirations.

Skills

Design Design systems, interaction design, visual design, information architecture, product strategy, AI prototyping, agentic workflows
Research Usability testing, A/B testing, journey mapping, competitive analysis
Domain KYC/AML, merchant onboarding, payments (UPI, BBPS), design ops, multilingual typography
Tools Figma, Claude Code, shadcn/ui, Vercel, Framer, Webflow, Amplitude, Jitter