



Hansel Soans

Product Designer

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Address
Mumbai, India

Certificates

Udemy
Gamification & Behavioral Design: The Octalysis Framework

Coursera
Foundations of User Experience (UX) Design

Interaction Design foundation
UI Design patterns for successful software

Interaction Design foundation
Human-Computer Interaction

Interaction Design foundation
Mobile User Experience Design

Education

William Carey University
B.A, History

Experience - 5+ years

- Jun 2026 - Present 📍 Bangalore

 Founding Product designer
peakst8

 - Leading 0→1 product design across fitness, events, training & athlete experiences.
 - Building an AI-native design workflow using Claude, ChatGPT & generative tools for rapid ideation, prototyping and iteration.
 - Designing AI-assisted functional prototypes, design systems and interaction flows, bridging Figma concepts with production-ready experiences.
 - Defining complex product logic, gamification & data-driven experiences across goals, effort scoring, wearable, leader boards and rewards.
- Nov 2024 - May 2026 📍 Mumbai

 Product designer
Amina Bank

 - Designing a seamless banking experience that merges crypto and traditional finance, catering to both younger and mid-range generations.
 - Collaborating in a cross-border setup with designers across three countries.
 - Crafting intuitive interfaces that simplify complex financial processes for diverse users.
 - Bridging the gap between regulatory requirements and user-centric design to create a secure and accessible banking experience.
- Jan 2023 - Nov 2024 📍 Mumbai

 Sr. Product designer
Turtlemint

 - Led the design efforts for Ninja Sales Pro, a key sales app for insurance agents.
 - Focused on improving navigation, engagement, and overall user experience to enhance agent productivity.
 - Conducted research to understand agent workflows, pain points, and behavioral patterns.
 - Designed intuitive interfaces and user flows to streamline the sales process.
 - Collaborated with product, engineering, and business teams to drive adoption and optimize conversion rates.
- Mar 2022 - Nov 2022 📍 Mumbai

 Product designer
Motilal Oswal (Glide Invest)

 - Designed an intuitive investment app for millennials, ensuring a seamless user experience.
 - Led wireframing, prototyping, and usability testing with a user-centered design approach.
 - Reimagined the onboarding process and revamped the app's overall experience and visual design.
- Jul 2021 - Mar 2022 📍 Mumbai, Remote

 Design system architect
Yellow Slice

 - Worked directly with Croma, one of India's leading e-commerce brands, designing multiple pages, wireframes, and user flows.
 - Managed and maintained design systems.
Key Projects: Croma, Bajaj Finserv, Covifind, BDO.
 - Designed responsive layouts for mobile and web using Sketch & Figma.
 - Led end-to-end design for a project, covering research, competitor analysis, wireframes, user flows, and visual design.
 - Conducted user research to identify customer segments and pain points.
 - Translated complex business requirements into intuitive designs.

Skills

 Design

User
Research

Design
System