





SRISHTI SONALI

PRODUCT DESIGNER

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 Bangalore, India

Skills

User Experience Design
Interface Design
Prototyping
Data Visualisation
Information Architecture
Competitive Analysis
Usability Testing
User Research

Tools

Figma
Microsoft Clarity
Moengage
Metabase
Jira
Canva
Photoshop

Awards

Received the **GEM Award at Cashfree Payments** for outstanding contributions to product design.

Runner-up in Switchon Hackathon at Cashfree Payments for designing an AI Payments solution

Education

Bachelor of Technology 2017- 2021
Haldia Institute of technology

Experience

Cashfree Payments

Oct, 2022- Present

PRODUCT DESIGNER

- Spearheaded the creative direction for Reflect 2024, a year-end wrap-up experience, engaging 3K+ merchants and driving 500+ downloads and shares.
- Designed a **scalable rules engine**, allowing merchants to **create, test, and manage complex payment routing configurations**.
- Designed key payment orchestration features like **Settlement Reconciliation** and **Upfront TDR**, streamlining payments & improving merchant adoption.
- Led the UX for InsightsAI, **designing an analytics dashboard, cross-sell strategies, and branding**, driving high merchant engagement
- Designed the Incidents Dashboard, enabling real-time bank downtime tracking for Cashfree merchants.
- Built key Split Payments features like **Vendor KYC** and **Refund Split** simplifying vendor onboarding and transaction flexibility.
- Led UX for LRS (Liberalised Remittance Scheme), onboarding 41 merchants in 2 months.

Capiter

Oct, 2022- Present

JUNIOR PRODUCT DESIGNER

- Designed the BNPL Credit Operations Console, helping merchants manage credit scores and financial data.

PRODUCT DESIGNER INTERN

- Designed Buy now pay later, onboarding 30k+ merchants in 2 months.
- Built design system that helped in unifying the experience across mobile apps & web portals.

Refyne

Oct, 2022- Present

PRODUCT DESIGNER INTER

- **Revamped onboarding** (mobile & web), increasing sign-ups by 16% and KYC conversion by 11%.
- Designed an intuitive Attendance & Vendor Management System for 60K+ active users.