Rahul Das

Staff UX Designer | Product Design Leader

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SUMMARY

Product designer and design leader with 13 years of experience, designing products from **US small businesses to India's next billion users**. Led design for consumer web, mobile and B2B tools at LegalZoom, SIXT, Meesho, Myntra and Treebo. Experienced in managing and mentoring design teams, building design systems and shaping hiring and career frameworks.

EXPERIENCE

LegalZoom | Staff UX Designer — Nov 2023 – Present

- Design lead for LegalZoom's estate planning product, leading a full revamp of a 20-year-old legacy experience, driving a **12% AOV increase** and cutting task completion time by **60%**.
- Design lead for the LegalZoom Business mobile app and Contracts module, driving new business initiatives to boost customer engagement.
- Mentor junior designers and collaborate with stakeholders across geographies and time zones to uphold brand consistency and elevate design quality.

SIXT | Staff UX Designer — Apr 2023 – Nov 2023

- IC design lead for the SIXT RIDE division, leading the branding and design overhaul of the vertical while collaborating with stakeholders globally.

Meesho | Senior Design Manager — Mar 2022 – Apr 2023

- UX manager for Meesho Superstore (grocery), leading a team of **3 designers** on 0-to-1 strategic initiatives for tier-II/III (next billion) users, focusing on affordability over speed and enabling close collaboration between design, product and business.
- Improved hiring and org design by revamping UXD interview guidelines to reduce candidate drop-offs, and co-created a **career ladder and competency framework** with leadership.

Myntra | Senior Design Manager — Oct 2020 – Feb 2022

- Led a team of **5 designers** delivering strategic partner experience and supply chain initiatives, while advancing design maturity through mentorship, career development and team leadership.

Myntra | UX Design Lead — Aug 2018 – Sep 2020

- Led cross-functional collaboration (UX, Dev, Product, Ops) to build a scalable **design system** and digitise offline logistics, boosting productivity by ~10% and improving inventory health from **55% to 80%**.
- Redesigned end-to-end returns management to reduce bad inventory and cut restock/liquidation turnaround time to **under 15 days**.

Treebo Hotels | Senior UX Designer — Mar 2017 – Jul 2018

- Designed the web-based central reservation system to manage properties, later converted into a SaaS solution for small and mid-size hoteliers.
- Doubled app conversion (**8% to 15%**) and grew PWA conversion ~5× (3% to 14%) by devising Treebo Rewards and non-refundable plans for logged-in users, a **3× increase** (10% to 32%) in post-login conversions.

SignEasy | UX Designer — Oct 2015 – Feb 2017

- First in-house UX designer: defined the visual language and workflows across iOS, Android and web, and designed the Request Signature feature, reducing turnaround time for in-person and remote signatures.