

Ketan Dudhe

Product Designer at Zomato

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PROFESSIONAL SUMMARY

Product Designer with **5+ years of experience** architecting **high-scale B2B and consumer ecosystems**. Expert at translating **complex, multi-sided systems** and C-suite vision into intuitive, **enterprise-grade UX**. Proven track record in **0→1 execution & design system leadership** for platforms supporting millions of users.

WORK EXPERIENCE

Zomato - Product Designer

Feb 2024 - Present | Gurugram

- Transformed the order management interface for Zomato Restaurant Partner mobile app, **preventing ~6,000 order rejections/day**, **cut timeouts by 31%**, and **speed up kitchen prep time by 1.5 min per order - slashing support tickets by ~5.2k/day**.
- Led the design of an insights-driven recommendation system that **enabled 230k+ restaurant partners** to benchmark their businesses against similar restaurants locally, resulting in improved avg. online time and marketing optimisations **for up to 5.3k restaurants/day**.
- Enabled up to **25k restaurants per week** to avoid unintended downtime due to high order rejections through an education-integrated DIY workflow, **slashing 55% downtime-related tickets**.
- Led a research to decode ad & promo optimizations across **India's top 7 metros**. Transformed these insights into a robust recommendations system **powering 1.9M + promo codes daily**, driving a **56% surge in process efficiency** for the pan Indian Key Account Management team.
- Implemented the **headless design system** powering **20+ products** across Zomato's partner ecosystem. Extended **leadership to Blinkit's supply** platforms, supervising design system implementation to ensure cross-brand architectural alignment and **reducing engineering debt**.
- Partnered with C-suite to **define a 2-year strategic vision** for partner enablement; **mentored 4 designers** (3 PPOs) and institutionalized a critique-led culture by **training 50+ non-design stakeholders** in UCD.

Planet Sustech - Product Designer

Aug 2023 - Feb 2024 | Delhi NCR

- Led design of Karbon, an **enterprise Carbon Footprint Management system**, defining scalable workflows, data models for emissions tracking across **high-impact industries**.
- Owned design of Konnect, a **B2B carbon offsetting** and data-visualization platform enabling **real-time emissions insights** and actionability for global online vendors.
- Designed a **multi-brand design system** across 4 brand verticals; overhauled **platform IA** and usability to drive an **80% lift in content accessibility** and conversion metrics.

BGN Medtex - Product Designer (Part time)

Jan 2023 - Apr 2023 | Mumbai - Remote

- Designed a **B2B e-commerce web app** for wholesale buyers, **providing retail experience** with a projected reduction in transaction time by **40% for first-time users** and over **50% for frequent users**.

Freelance - Graphic Web Designer

Sep 2018 - Dec 2022 | Mumbai - Remote

- Generated 2x admission leads** by strategically restructuring admissions web-portal for Datta Meghe International School in **coordination with the developers** at Reach & Teach Learning Solutions, Mumbai.
- Collaborated with **co-founders and proprietors** at 4 different brands to forge compelling brand identities, resulting in an average **30% more brand recognition** for the respective brands.
- Mentored 2 junior designers** to create advertising campaigns that resulted in a **rise of 33.3% & 78% in online admissions** for Synthesis Learning & Arihant Academy respectively.

SKILLS

Strategy and systems:

- Systems & platform design
- Enterprise UX & complex flows
- Design systems
- Multi-sided products
- Information architecture
- Accessibility & inclusive design
- 0→1 product design

Craft and execution:

- User-centered design
- Interaction & motion
- Visuals & typography
- Prototyping & usability testing
- AI-assisted design workflows

Tools & tech:

- Figma (design, jam & make)
- Cursor / CodeX / Claude
- Adobe (motion & illustration)
- Lovable & other AI tools
- Webflow / Framer (No code)
- HTML & CSS literacy

EDUCATION

National Institute of Design (NID), Ahmedabad

Master of Design - Communication Design

Sep 2020 - Apr 2023 | Ahmedabad

University of Mumbai

Bachelor of Engineering - Information Technology

Jul 2015- May 2019 | Mumbai

CERTIFICATIONS

International Association of Accessibility Professionals (IAAP)

Certified Professional in Accessibility Core Competencies (CPACC)

Dec 2025 - Apr 2026

Sponsored by Zomato

California Institute of the Arts

UIUX Design Specialization | Credential ID - 5S2GYB7DPAB8

Oct 2022 - Nov 2022