



Anoop R S

Product Designer

Product designer with 7+ years in fintech and consumer apps, designing for Android, iOS and web. I lead subscriptions and billing design at Tide, covering Subscription, billing and offers across four markets. Before Tide I worked on consumer apps at Zepto and Unacademy, both at millions of users.

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Experience

 **Tide // Senior Product Designer - Subscriptions & Billing**
March 2025 - Present

- Redesigned the subscription flows for four plans, which resulted in **£25M-35M ARR**.
- Led design for offers & rewards, driving **£1M+ in ARR**.
- Led billing and payment methods flows which unlocked **£6 million ARR** in UK and **£500k+** in India
- Work with product, engineering, data, finance and growth to ship across UK, India, Germany and France.

 **Product Design Lead - Freelance**
August 2023 - February 2025

- Led the product design vertical at GetSetYo, managing and mentoring a team of two designers - impact of **₹10 Cr+ ARR**.
- Redesigned GetSetYo's consumer and travel advisor products from 0→1, improving overall travel bookings by **10%**.
- Led the product design vertical at Enjo.ai, managing and mentoring a team of two designers.

 **Zepto // Senior Product Designer - Quick Commerce**
January 2023 - July 2023

- Design lead and only designer on the consumer app revamp, for an app with **4.4M monthly users**.
- Helped scale the core consumer design team from **4 to 10+ designers**.
- Rebuilt the homepage as a modular widget system, increasing the order value more than **₹450**.
- Built Zepto's first design system, replacing 100+ ad-hoc colours with a defined palette. Development productivity improved **20%**.
- Designed and shipped 15+ new initiatives including Zepto cafe across the consumer app.

 **Unacademy // Senior Product Designer**
January 2022 - January 2023

- Led the iOS revamp end-to-end, improving overall adoption by **6%**.
- Designed for Android, iOS, and web across recorded-content products, adapting a single content experience to the constraints of each platform.
- Led design for Iconic, a premium subscription spanning mentorship, books, and personalised learning.
- Drove global product expansion through Global Test Preparation initiatives across both Android and iOS.
- Designed for Cohesive, a child company of Unacademy - helped build website and product flows.

 **Altimetrik // User Experience Designer**
Dec 2018 - Jan 2022

- Researched, designed, and prototyped a DEX - employee-facing digital product, increasing engagement **5-10% within 3 months**.
- Created a new design system for Altimetrik, boosting development productivity by **10% across org**.
- Designed and shipped a Covid-19 employee health tracking application for corporates.
- Converted **15+ business proofs of concept** into live projects with the sales team including Uniqlo, DBS Bank.
- Designed and prototyped the 0→1 of "Issue Simulator" across app and web - the first one-click payment flow for Mastercard.
- Delivered work for clients including Visa, Mastercard, Citi, and CleverTap, maintaining a **97% customer satisfaction rating**.
- In collaboration with 3 colleagues, we developed a dashboard for tracking Leadership Metrics - this reduced **attrition by 5%**.
- Redesigned the organization's internal portal to help users stay on top of day-to-day engagements.

Education

B.Tech, Information Technology
SSN College | April 2014 - 2018

Achievements

Innovation Award
Altimetrik | 2021

Gem Award
Altimetrik | 2021

Core Competencies

Design: Design Systems & Design Ops, User Research & Testing, Wireframing & Prototyping, UI/UX Design, Design strategy, Product Strategy, Design Leadership, Animation, Multi-Platform & Form-Factor Design

Tools: Figma, Sketch, Adobe XD, InVision, Zeplin, Illustrator, After Effects, Principle, Notion, Miro, Whimsical, Webflow

Interests: Football, Chess, design