

Gabriel Misquitta

Product Design Lead

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Lead Product Designer with **10 years** of multidisciplinary experience building user-centric, data-driven products across fintech, crypto, SaaS, and ed-tech. Proven record of **leading cross-functional teams**, scaling design systems, and driving measurable business impact. Known for **blending strategic thinking, storytelling, and UX craft**.

WORK EXPERIENCE

CoinDCX

Lead Product Designer

Bengaluru (Oct' 24 – Present)

- Led end-to-end research and data-driven design of 'Expert Pick's' an on app trade product, **driving 33.33% acquisition, 35% adoption MoM & 112% increase in trades** of new crypto users. Designed live status trackers to decode trade calls, enhance market understanding and accelerating learning.
- Revamped the CoinDCX Home experience with modern visuals and growth-driven components **increasing the QAB Futures CTR from 1% → 10% and Currency clicker CTR 12% → 27% within a month**. Introduced Customer Lifecycle Cards (CLM) to personalise journeys across NAP, FNAP cohorts **boosting Spot, Futures exploration CTR from 12% → 48%**.
- Led Futures Cross-Sell initiative, mapping of user drop-offs journeys right from signup to Futures activation, **doubling new-user trade activity (12% → 23.8%)**.
- Built the 'Transparency Center' post cyber theft, collaborating across Compliance, Brand & Leadership to launch a transparent trust hub overnight, thus **rebuilding user confidence, trust and brand equity**.
- Mentoring a **3-member design team (Senior PD, PD, UI/Motion)** through weekly critiques, hypothesis building, and UI/UX workshops to strengthen execution quality and growth mindset.
- Created the **Trade Dashboard for Financial Advisors to manage calls, track performance, and maintain QA consistency**, strengthening the Expert Picks ecosystem.
- Conducted interviews for Product/UI hiring and **contributed to shaping the design culture** under the VP of Design.

Senior Product Designer

Bengaluru (May' 22 – Sep' 24)

- Enhanced Help & Support by integrating AI chatbot and self-serve ticket creation, **reducing ticket volumes by 12.4% and agent handover rate by 22.3% MoM**.
- Built Crypto Deposits & Withdrawals E2E flows across multiple releases driving a **17.3% increase in transactions MoM**.
- Designed high-impact trade growth campaigns like referrals & rewards Hub integrating branding, illustrations, UX strategies, **resulting in a 112% overall program adoption**.
- Built Sub-Broker Dashboard post in-person user interviews with advisors; improved data submission, call tracking, & earnings visibility.
- Scaled Portfolio 2.0 (Web), improving engagement and clarity in performance visualisation.

Product Designer

Mumbai (May' 21 – Apr' 22)

- Redefined CoinDCX's brand experience across web touch points (Home, About, Ventures, Careers, Help, Product pages), delivering a **CTR uplift of 86% → 143% MoM**.
- Built the Atomic Design System & Illustration Style-guide from ground up, **improving design to dev sync, reusability, and release velocity across design handoffs**.
- Launched Storyly, an in-app learning feature offering Market Updates, Top Gainers, and Token insights, introducing a **narrative led discovery model for crypto learning**.
- Partnered with Growth and Brand teams to align creative campaign execution with performance goals and user trust objectives.

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WORK EXPERIENCE

Lido Learning Pvt. Ltd.

Product Designer

Mumbai (May' 20 - Apr' 21)

- Contributed to redesign the 'Tutor platform', increasing user engagement rates by **8.2% in the first quarter post launch**.
- Established & maintained a robust design system for web, ensuring a consistent & accessible user experiences.
- Collaborated with product & growth teams & managed a wide variety of cross-media projects for Referrals & Onboarding flows involving branding, illustrations & UI design.

Sogolytics

UI Designer + Video Editor

Mumbai (Apr' 18 - May' 20)

- Led the product video team for two quarters, scripting and visualising product explainers that simplified complex workflows.
- Designed Web page layouts in low & high fidelity wireframes, creating icon sets & illustrations.
- Revamped the Mobile App from scratch which includes layout, icons, illustrations, colour, and typeface.
- Synced with the Marketing team to ideate on SMM Creatives for all platforms.

UFO Moviez Pvt. Ltd.

Visual Designer + Video Ad creator

Mumbai (Jan' 17 - Apr' 18)

- Collaborated & designed a variety of SMM creatives for banks, brand & movie launches.
- Collaborated with growth & business teams to craft video advertisements end to end.

SKILLS

UX

Data analysis • Persona hypothesis • Journey mapping
• Information architecture • Accessibility • A/B testing
• Cognitive walkthrough • Affinity analysis • User journey

Design

Illustrations & UI graphics • User flows • Wireframes & mock ups
• Style guides & design systems • Concept sketches • Strategy & vision presentations • Rapid prototyping in Figma

Collaboration

Organising workshops • Facilitating design critique • Detail oriented • Flexible • Communicative

TOOL STACK

Design + Collaboration

• Figma • Photoshop • Adobe XD
• Sketch • Illustrator • JIRA

AWARDS

Performer of the quarter - Apr' 23 - Jun' 23

#Act like an Owner #Build to Last

Moon Lander (Team Award) - Jul' 23 - Sep' 23

#Bias for action #Build to Last

EDUCATION

Whistling Woods International, Mumbai

B.Sc. in Digital Film Making - Specialised in Design +

Diploma in the 'Art & Technique of Animation'

May 2016 | Secured 1st Class

St. Andrew's College, Mumbai

H.S.C. - Specialised in Science

Feb 2013 | Secured 1st Class

St. Xavier's High School, Mumbai

S.S.C. - Secondary School Certificate

Apr 2011 | Secured Distinction (80.9%)