Dikshit Kashyap Das

Product Designer | Payments, mobile apps and internal tools
Bengaluru, India | +91 9789959625 | dkashyap450@gmail.com
kidshit.space | linkedin.com/in/dikshit-kashyap-das-711538161

WORK EXPERIENCE

BlackBuck | Product Designer I

Bengaluru | Nov 2024 - Present

- **Tolling design ownership.** Sole UI/UX design owner for BlackBuck's highest-revenue vertical, tolling: 17.4 crore+ transactions and INR 7,070 crore gross transaction value (GTV) in Q2 FY27.
- **Research and validation.** Conducted user interviews across six field visits and user calls with CROs, fleet owners and truck drivers to inform designs for users across levels of digital literacy.
- **UPI payments.** Led prepaid wallet (PPI) UPI design across SIM binding, merchant and person-to-person payments, addressing RBI/NPCI requirements.
- **Subscription adoption.** Designed Priority Plus with pre-approved mandates for one-click activation; FASTag Gold adoption increased from 24% to 40%.
- **Acquisition.** Designed Cross-Bank Replacement, contributing 40% of Zinka FASTag issuances.
- **Operations and internal tools.** Designed IOCL card fallback across Android and an operations portal; card creation conversion increased from 16-25% to 30-49%.

Calypsu - The Product Studio | New Delhi / Hybrid

Senior UX Designer | Jan 2024 - Nov 2024
UX Designer | Jan 2023 - Dec 2023
UX Design Intern | Nov 2022 - Dec 2022

- **App and SaaS design.** Designed empaithy's AI wellness app and KonProz GPT's legal and tax SaaS experience and brand identity; redesigned Live101's artist-booking app and website.

POSITIONS OF RESPONSIBILITY

- **BlackBuck | Design leadership.** Directly manage one design intern.
- **Calypsu.** Converted to full-time in two months; later led two junior designers.
- **Pixels | Vice President | 2019 - 2020.** Organised photography exhibitions, including at India Habitat Centre, and oversaw the visual identity of Hansraj College's photography society.

SKILLS

User interviews, user calls, usability testing, interaction design, information architecture, prototyping, responsive web design, accessibility and design QA.
Tools: Figma, Adobe Creative Suite, Jira, Asana, HTML/CSS (basic), ChatGPT and Claude.

AWARDS

High Flyer Award | BlackBuck | Jan 2026

Recognised for designing a centralised Access Portal and Access Review Platform.

EDUCATION

Master's in Applied Geology | Pondicherry University | 2020 - 2022 | CGPA: 8.88
Bachelor's in Geology | Hansraj College, University of Delhi | 2017 - 2020

CERTIFICATIONS

Google UX Design Professional Certificate | Jul - Dec 2021

WRITING AND EXTRACURRICULAR ACTIVITIES

Writes on Medium; 12.5 km and half-marathon finisher; full-marathon training; recreational swimming.