

RAJ VICHARE

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Product practitioner with 6+ years of experience in design and digital product development across enterprise and consumer platforms. Works with founders, C-suite leaders, and engineering teams to bring structure to complex product environments and turn business workflows into usable, scalable systems.

PROFESSIONAL EXPERIENCE

Lollypop Design Studio, Bengaluru, India

Global design and product consultancy supporting enterprise and consumer digital platforms

Associate Lead Experience Designer | Feb 2022 - Sep 2025

- Led product and delivery across 30+ platforms spanning e-commerce, fintech, venture capital, and enterprise systems.
 - Vodafone Idea - Worked across mobile app and web experiences, contributing to subscription plan structures, partner integrations (Hungama, Enguru, Apna), and a self-KYC onboarding flow designed to reduce activation friction while meeting telecom compliance requirements.
 - Tata Consumer Products (MAVIC) - Reworked the structure of a fragmented multi-vendor initiative by introducing clearer module architecture, workflow definitions, and delivery alignment; later coordinated design and engineering efforts on a field sales platform used by 500+ field representatives across order management, route planning, and billing. The project later received the IBDA Best Project Award (2025).
 - Peak XV (formerly Sequoia India) - Led design across internal platforms including Pulse (portfolio intelligence) and TRM (talent resource management) used by investment teams for portfolio and talent tracking; also designed Sora Cloud AI, an LLM and GPU marketplace platform developed with the Singapore team.
 - PhonePe - Designed Headcount, a company-wide workforce planning platform used by business and finance teams to manage annual headcount planning (AOP), replacing spreadsheet-driven processes with a structured system for forecasting, approvals, analytics, and reporting.
 - Appointed interim Studio Lead during an organisational transition, managing 13 direct reports and coordinating delivery across a team of ~30 designers while mentoring several team members into broader product ownership roles.
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GreedyGame, Bengaluru, India

Ad-tech startup building monetisation and analytics products for mobile publishers

Product Designer | Mar 2021 - Sep 2021

- Worked with founders and engineers and evolved monetisation workflows across ad-tech products serving 1,800+ publisher partners, improving usability, workflow clarity, and feature rollout readiness during a major platform shift.
 - Joined a 14-person startup as the sole designer, establishing early product design standards and working closely with founders and engineers. Following venture funding, helped scale the product team to 40+ employees, contributing to rebranding and onboarding new designers.
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VMLY&R, Mumbai, India

Global marketing and digital transformation agency (WPP)

User Experience Designer | Oct 2020 - Dec 2020

- Worked with product, engineering, and strategy teams on digital platform engagements for Colgate-Palmolive, ITC, and Mahindra Finance, translating user and business requirements into delivery-ready workflows and solutions.
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SUGAR Network (Stanford University Global Alliance for Redesign), Mumbai, India & Hefei, China

Global innovation program connecting universities with public-sector challenges

Design Strategist | Oct 2019 - Jun 2020

- Led research and intervention design for a public education challenge with the Municipal Corporation of Greater Mumbai, adapting the project during COVID to focus on reducing dropout risk among students from migrant labour households.
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EDUCATION

General Management Program

Stoa | 2022

Post Graduate Programme in Design and Innovation

Indian School of Design and Innovation | 2020

Bachelor of Science in Information Technology

University of Mumbai | 2019

ADDITIONAL INFORMATION

Languages: English (fluent), Hindi (native), Marathi (native)

Interests: Open-water diving, endurance sports, playing guitar, strategy games, travel