

Darpan Bajaj

Senior Product Design Manager

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SUMMARY

Product design leader with 9+ years across consumer and operations-heavy products at scale, including 3+ years managing and growing design teams. At Domino's India I was the lead designer on the next-gen consumer app, and now lead a B2B pillar spanning POS, inventory, and CRM used across thousands of stores. A player coach who sets craft standards, mentors designers across levels, and moves between platform strategy and hands on execution.

EXPERIENCE

Senior Design Manager, Jubilant FoodWorks (Domino's India)

Jul 2022 – Present

- Lead and grow a team of designers across a B2B operations pillar spanning POS, inventory, and customer care, used across 2300+ Domino's stores own platform strategy and hands on execution as a player coach.
- Shaped **Aftertaste**, an AI-native CRM that reframes fragmented tooling into a single store-health system, using generative AI for insight-led, decision-support actions, consolidating 4+ tools into one is projected to save \$90K/year in licences.
- Reimagined a legacy point-of-sale (**Elate POS**) into a learnable system that cut new-staff training from weeks to under an hour, co-ran field research and mentored a designer.
- Directed the **Elate Inventory** redesign of workflows and systems of record, unlocking ₹30 Cr+ in value.
- Designed an end-to-end 0-to-1 consumer product concept that advanced into the pitch deck for strategic partnership discussions between Jubilant Foodworks & Coca-Cola.

Design Manager, Jubilant FoodWorks (Domino's India)

Oct 2020 – Jul 2022

- As lead designer, originated the visual design language and design system for the next-gen app, scaling reusable patterns org-wide, drove 0-to-1 design of the home and menu experience, lifting conversion +65 BPS and adding 10M+ in annual revenue.

UX Designer, Blinkit (formerly Grofers)

Jul 2018 – Oct 2020

- Led end-to-end design of Grofers WinWin, a gamified loyalty program scaled to 120,000+ users, lifting DAU/MAU to 33.7%, roughly 1.7x the app average.
- Designed a trust-led fresh-produce concept that lifted add-to-cart from 16% to 31% in live experiments; several ideas later shipped in Blinkit.
- Designed a “forgot to add items” feature adopted by 10% of users, raising AOV by ₹50+.
- Designed the consumer experience for residential group ordering during COVID, enabling contactless bulk delivery at a 4x lower order minimum.

UX Designer, Sprinklr

Jun 2017 – Jun 2018

- Designed across enterprise SaaS modules (Advocacy, Care, Listening) spanning web and mobile, an early grounding in complex, multi-surface enterprise software.

UX Intern, Microsoft

May 2016 – Jun 2016

- Collaborated with Foundry interns to design and develop a grammar plugin for the Edge browser.

EDUCATION

Indian Institute of Technology, Guwahati, M.Des, Interaction Design2017

College of Art, New Delhi, B.F.A, Visual Communication2015

CORE SKILLS

Experience Strategy & Vision · Design Systems & Craft Standards · Systems Thinking · AI-Native & Agentic Workflows · Enterprise & Operations Platforms · Cross-Squad Leadership · Design Mentoring & Coaching · Discovery & UX Research · Stakeholder Influence · Roadmap & Sequencing · AI-Powered Decision Support

AWARDS

Chairperson Award nomination 2025 for Elate POS, Jubilant FoodWorks Designation winner 2024 for Store.AI, and Gold Award 2021 for Domino's next-gen app.