

Darpan Bajaj

Senior UX Design Manager

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SUMMARY

Senior UX design leader with 9+ years on complex, operations heavy & customer facing products at scale. A player-coach who sets multi-quarter experience strategy and craft standards across squads while staying hands-on. At Domino's India, founded the Domino's app next gen design language and design system and led a B2B pillar spanning POS, inventory, and Customer care platform.

EXPERIENCE

Jubilant FoodWorks (Domino's India)

July 2022 - Present

Senior Design Manager

- Led design across a B2B pillar of POS, inventory, and Customer care systems used across thousands of Domino's stores, operating as a player-coach.
- Led Elate POS, reimagining a legacy point-of-sale 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 Rs 30 Cr+ in value.
- Shaped Aftertaste AI CRM / Store.AI as a store-health system using generative AI to drive insight-led actions for managers.
- Designed CFPOS in-store basket experiences with contextual upsells, and set craft and critique standards across squads while developing designers into stronger strategic thinkers.

Jubilant FoodWorks (Domino's India)

Oct 2020 - July 2022

Design Manager

- Led 0 to 1 Design for Next Gen App Home & menu experience, originated the visual design language and design system that scaled across the organization & increased +65 BPS of conversion
- Designed the core app experience from home through item addition, then led its evolution from listing to curation.

Blinkit (formerly Grofers)

July 2018 - Oct 2020

UX Designer

- Owned and enhanced the end-to-end customer experience on the mobile app within the Shopping Experience pod, driving improvements in engagement and retention.
- Designed "forgot to add items" feature Adopted by 10% of App users increasing AOV by 50+ Rupees
- Played a key role in a cross-functional R&D pod during the Grofers-to-Blinkit transition, shaping the brand's evolution.

Sprinklr

June 2017 - June 2018

UX Designer

- Designed experiences across enterprise scale modules including Advocacy, Care, and Listening.

Microsoft

May 2016 - June 2016

UX Intern

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

EDUCATION

Indian Institute of Technology, Guwahati M.Des, Interaction Design, 2017

College of Art, New Delhi B.F.A, Visual Communication, 2015

CORE SKILLS

Experience Strategy & Vision | Design Systems & Craft Standards | Systems Thinking | Cross-Squad Leadership | Design Mentoring & Coaching | Discovery & UX Research | Stakeholder Influence | Roadmap & Sequencing | Operational & POS Platforms | AI-Powered Decision Support

AWARDS

- Gold award 2021 for Domino’s next gen App
- Chairperson award nomination 2025 for Elate POS
- Jubilant foodworks Designation winner 2024 for Store.AI