

Sambeet Dash

Lead Product Designer

Digital product designer, 11 years — part design lead, part builder. I've led teams through 0→1 products in options trading and real-money gaming, and I ship what I design: most recently **Nudge**, a markets app built solo, directing AI through backend, tests and deploys, live on ₹0/month infrastructure. Evidence-first, with the 'why' embedded in every module.

Experience

Capmint - Lead Product Designer

(Sep 2025 - Present)

- **Designed Strategy Builder**, a goal-first options workbench — state an outcome, get real strikes, reshape by dragging the payoff chart. Retention improved from 16% → 18%.
- **Designed Mint Insights for mobile** — Patterns diagnoses technique against an Edge metric, Performance reports money against ROC, each costly habit priced in edge.
- **Lead IC designer** across CapMint's web terminal and mobile apps — a domain where a mis-click costs real money, so trust lives in honest empty states and deliberate friction.

Gameskraft - Lead Product Designer

(May 2021 - Sep 2025)

As a manager

- **Led a team of six**, overseeing task allocation, design reviews, feedback, and individual growth to ensure project success while driving the design of products that generate ₹500 Crore in monthly revenue through user research, data analysis, and a user-first approach.
Team - [Abhijeet](#) | [Kshitij](#) | [Shivangi](#) | [Revati](#) | [Rahul](#) | [Rajat](#)
- **Facilitated collaboration** with internal and external stakeholders to resolve conflicts, build alignment, and develop strategies that drove unified goals.
- **Helped grow our team** from just 4 people in 2022 to 18 today. Hired and onboarded 15 amazing teammates to build a strong, collaborative culture.
- **Started streamline** the product design workflow by setting up Jira tracking processes, ensuring clear visibility and structured collaboration.

Individual contribution

- **Designed a robust tournament format** to boost user growth and engagement, ultimately driving ARPU more effectively.
- **Helped design the “ Help Center ”** feature within the Tenet product for Rummy players, reducing support call volume while creating a more supportive player experience.

MPL (Mobile Premier League) - Senior Product Designer

(Nov 2019 - Feb 2021)

Worked on a **0→1 social fantasy app**, designing and building the “ Team Trading ” feature to enhance user engagement.

FabHotels - Product Designer

(October 2017 - August 2019)

Contributed to both **consumer-facing products** and the **hotelier platform**, creating seamless experiences across the products.

Freelance Designer

(July 2015 - August 2017)

Worked with design teams at startups such as **Askme**, **Shuttl**, and **OverKart**, contributing to product design initiatives that supported their business growth and strategic goals.

MobiKwik - Visual Designer

(Apr 2014 - June 2015)

Started my design journey from here.

Skills

- Paper sketching
- Information Architecture
- Story Boarding
- Wireframing
- Prototyping
- Visual Design
- User Research
- Usability Testing

Platform Experience

- Android
- IOS
- Website
- PWA

Personal Note

A proud cat dad to Eva 🐱 (3 years old) and a lifelong learner at heart. Beyond design, I dive into books on finance, life, history, and science, and love exploring new places whenever I can.

Education

Ravenshaw University

Bachelor’s of science (Information technology)