

Nikhil Pravin More

Lead Product designer

10+ years designing SaaS, dashboards, onboarding flows, and scalable product systems. Led cross-functional initiatives, improved conversion, and shipped products used by millions.

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Lead Product Designer | SaaS, Growth, Complex Workflows, Design Systems

Cactus Communications May 2022 - Present

- Led onboarding redesign for Paperpal, increasing free-to-paid conversion by 20% across 4M+ users
- Owned churn-reduction experiments across subscription journeys, identifying friction points and improving retention signals
- Designed lifecycle surfaces including upsell, renewal, and engagement touchpoints to reduce drop-off
- Reworked discovery/onboarding journeys, doubling regular user adoption in a new product stream
- Defined new visual and accessibility standards improving readability and consistency
- Managed and mentored 4 designers across execution quality and product thinking
- Improved Figma workflows, component governance, and delivery speed across team

Sr. Product Designer

Media.net Sept 2017 - May 2022

- Designed contextual advertising dashboard improving targeting workflows and search efficiency
- Worked on data-heavy internal tools used by business teams and publishers
- Built reusable patterns and contributed to product-wide design system modernization
- Delivered responsive experiences for Forbes web/mobile properties under strict brand constraints
- Designed Chrome extension products and rapid experiments

UI/UX Designer

Zeta Sept 2016 - May 2017

- Zeta Express website: Designed a website for over 5,000 employees.
- Marketing materials: Created marketing materials and illustrations for campaigns.

Various Roles

Housing.com, Better-communications, Lodha Group May 2011 - Sept 2016

Earlier experience across Housing.com, Lodha Group and agencies in UI, web design, branding and digital products.

Tools

Product Design
UX Strategy
Interaction Design
Growth Design
Retention
Churn Reduction
Dashboards
Prototyping
A/B Testing
Figma
Claude AI
AI-assisted Design Workflows
Prompt Design
Rapid Prototyping

Education

Diploma in Web Design
Edit Institute, 2008

Higher Secondary School
Mumbai University, 2008

Secondary School Certificate
Pune University, 2006

Other Achievements

Twice awarded "Rising Star of the Quarter" for outstanding performance.