Rishabh Kumar

PRODUCT DESIGNER

Four years designing products from zero to one, the last year in AI.

CONTACT

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Bengaluru, India

rishabhkumarr

rish.design

Open to remote. IST, overlaps EU and US East.

SKILLS

0–1 Product Design · Agent Orchestration · Design Systems · User Research · Conversion Design

TOOLS

Figma · Framer · Cursor · Claude Code · Grok Bots · Make · Shopify · HTML & CSS

LANGUAGES

English, Hindi, Kannada

EDUCATION

Christ University, Bengaluru · 2018–21
BA Psychology, Journalism & Media

St. Joseph's PU College, Bengaluru · 2016–18
Commerce, Business & Economics

UI/UX Open Bootcamp · 2023
A global collective of mentors and practising designers

ACHIEVEMENTS

- **The Deccan Run, 2023.** Visual curation for the event with Ferrari India, and a private track day at the BIC.
- **The Khakra Station.** In college, I branded and packaged my mother's khakras and crisps and sold them across the student community. It became her income.

For desserts, I make art.

EXPERIENCE

Produsa Labs (Boit Technologies)

Product Designer | Dec 2025 – present

- Lead design on Produsa (**produsa.app**), an AI builder that turns a prompt into a live website. 500+ builds and 290 live sites in the first two months.
- Built and debugged the agent orchestration under it, including the chat behaviour and the loops that retry a failed research or copy step.
- Wrote and tested the build flow in the languages owners use, which is how it reached non-English users in tier-2 cities.
- 0–1 Product Design on Hasta (**hasta.produsa.app**), an AI palm-reading app. Design through to dev. 850 readings and 4.7% conversion to the ₹99 manuscript, built in a month.

Bleed & Margins (ECommerce UI/UX & Growth)

Co-Founder / Creative Lead | April 2024 – Nov 2025

- Bizotico: ecommerce design and management for a luxury watch retailer carrying Elie Saab, Obaku, Sprayground and Lee Cooper in India. 7.85x ROAS, net sales up 92%. Now trading as The Timekeepers.
- Sintero: Research, UI and UX, full build. An official partner to Prestige Group and JW Marriott.
- Salesforce UI and UX for clients in the US.
- VIST Labs: designed and shipped the primary site for a B2B client in Illinois, USA, working solo. Shopify storefront for Koodai Kind.

Boit Club

UI/UX Design / Creative Lead | Oct 2021 – March 2024

- Early designer at the company. Designed and built the site and the supercar registry.
- Led product design for a year on Supaca (**supaca.club**), the members-only app for verified owners. 80+ owners and 10+ clubs on the platform. Team of five.
- Designed the architecture and UX for a superstore where owners buy and sell supercars online.

Greenpeace India

Content & Design Intern | 2021

- Fieldwork with low-income working women in Bengaluru on commute friction.