

Amey Belsare

UI/UX STRATEGY | PRODUCT DESIGNER | CUSTOMER EXPERIENCE

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Objective

Senior Product Designer with 6+ years of experience designing customer-centric digital products across fintech, B2B commerce, and travel platforms, complemented by hands-on experience validating and scaling a customer-focused service business from zero.

Experience

Neosoft Technology | Senior UI/UX Designer. 2021- Present

At Neosoft Technology, I partnered with fintech, hospitality, and B2B commerce clients to design end-to-end digital products, from research and IA to final UI.

- Ruralidays (Holiday Rental Platform - Spain)**
Designed core customer journeys including Homepage, Listing Pages, Property Detail Pages, Search Experience, Checkout and Booking Flows. Improved navigation structure and booking experience through responsive UX design.
- HDFC Bank – Internal Portals & Mobile App**
Designed and enhanced internal banking portals and mobile app experiences, focusing on usability, workflow efficiency, and seamless user journeys for employees and customers.
- Unity Small Finance Bank – Mobile Banking Application**
Worked on the end-to-end design of Unity Small Finance Bank's mobile banking application, from user flows and wireframes to high-fidelity UI, focused on delivering a seamless digital banking experience.
- Axis Bank (Internal Banking Platform)**
Designed internal banking platforms and operational dashboards for enterprise users, improving workflow efficiency and simplifying complex financial processes. Partnered with stakeholders to translate business requirements into scalable and intuitive user experiences.
- Neosoft Technologies (Internal Banking Platform)**
Redesigned an internal webpage for the organization for better User experience.
Tools: Figma, UX Research, Information Architecture.

+6
Years of Experience

15+
Projects Delivered

Fintech | B2B | Travel
Business

Product & Service Design Lead

Blue Wave Laundry – | Independent Product Design Project

2025- Present

Led product strategy, customer research, service design, & growth initiatives for a subscription-based doorstep laundry service, translating customer insights into measurable business outcomes.

- Conducted direct customer research with PG owners and residents to identify trust and convenience — not price — as the primary drivers of retention, and used this insight to shape the service model and subscription design.
- Designed the end-to-end customer experience and service flow, from discovery and onboarding through order tracking and delivery, including the WhatsApp-based communication system used for every customer touchpoint.
- Created subscription plan structures and a loyalty program concept (Wave Club) designed to increase repeat usage and customer lifetime value.
- Designed brand identity and marketing campaigns, including launch materials and partnership pitch decks used to validate demand with PG and co-living partners.
- Ran growth experiments and structured partnership negotiations with PG operators to test and validate pilot programs before scaling.
- Built operational workflows for order tracking, customer communication, and service delivery to support a live, growing customer base.
- Result: Grew the business to ₹80,000+ in monthly revenue, 150+ customers, and 15+ active subscriptions, with a 4.7-star Google rating — validating product-market fit through direct execution rather than assumption.

ACHIEVEMENTS

- Lead and scaled an independent product from zero to a revenue-generating, subscription-based business, validating demand through direct customer research and iterative pilots.
- Designed and shipped end-to-end customer experiences across fintech, B2B commerce, and travel domains in an enterprise services environment.
- Translated qualitative customer research into product and pricing decisions for a live business, demonstrating product thinking beyond interface design.

EDUCATION

Diploma in Animation & Multimedia Frameboxx Animation & Visual Effects, Pune	UI/UX Design Certification Felix-IT Systems, Pune	Google UX Design Certificate
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