



Parth Dhawan

Product Designer | Avid reader | Gamer | Photographer

With over a decade of experience as a Product Designer, I'm a technologist who thrives on transforming complex problems into elegant solutions. Whether it's crafting compelling stories, diving deep into user insights, creating delightful experiences, or leading a team. My mission is to uncover the best solutions by balancing business goals, user needs, and technical possibilities.



Southeast asia's biggest super-app

Team Lead - Mobility team *Feb 2025 - Present*

- Manage a team of four in Grab's Mobility Design team, focusing on Allocation Certainty, Advance Booking, Skin Ads, and other key initiatives.
- Contribute as an individual contributor to the Traveler work stream, building a zero-to-one product aimed at simplifying airport and travel journeys for Grab users.



World's Biggest crypto exchange

Senior Design Manager - Binance Design systems *Oct 2024 - Feb 2025*

Responsible for managing the design systems and leading a team of 10 people.



Southeast asia's biggest super-app

Lead Product Designer - GFin & Deliveries team *June 2022 - Sept 2024*

- Successfully launched two pivotal zero-to-one products in the Affordability pod: Group Orders and OffersZone. Since launching, OffersZone accounts for 12% of all food orders, and Group Orders for 3%.
- Conducted regular experiments to improve conversion and make Grab more affordable.
- Led the designs for Grab's finance team, which include products like GrabPay Wallet, Earn+ investment, and Pay-Later.



A travel platform in southeast Asia by Booking Holdings

Senior Product Designer *Feb 2019 - May 2022*

- Worked on new business funnels like Activities(Things to do), Cart and Trip planning.
- Worked on A/B testing design experimentation teams like Pricing and Loyalty. Our team achieved the highest quarterly KPIs(Incremental bookings per day) 3 times in a row.



India's biggest e-commerce company

Product Designer *Apr 2016 - Jan 2019*

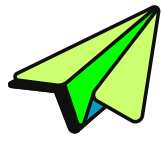
- Designed and launched Supermart grocery on Desktop. I also worked on new features like the basket, search and navigation for iOS and android.
- Generated ₹20Cr in business for Flipkart with the launch of Brand Stories ads.
- Designed and launched an advertising platform for Flipkart, which brands used to create and post ad campaigns on the Flipkart properties



A Hyperlocal Grocery start-up

UX Designer *Jan 2015 - Mar 2016*

- Designed the consumer focused app and website, which aided in growth from 2000 orders a day to 50,000 orders a day.
- Worked on internal products for the store manager and field executives, which helped speed up operations by 36%.



parthdhawan28@gmail.com

+65 87588470

Singapore



Education

Bachelor of computer applications (BCA)

Guru Gobind Singh
Indraprastha University

2011-2014

Skills

Interaction Design

End-to-end feature design, Mobile and Web apps, work with a diverse cross functional teams.

Prototyping

Figma, ProtoPie, Framer, After Effects, Lottie.

Research

User testing, Surveys, Diary study, A/B testing, Variant testing.

Languages

English and Hindi