

Siddharth Priya

Senior Staff Product Designer (MG05)

With 10 years of professional experience, including 7 years in product design, specializing in fintech, merchant platforms, design systems, and AI-powered product workflows. Experienced in designing merchant onboarding, payments, lending, reconciliation, net banking, logistics, and dashboard platforms serving businesses across India and international markets. Currently leading AI-powered product initiatives, including AI Agent Marketplace solutions that automate merchant workflows such as payment recovery and reconciliation. Experienced in designing consumer payment experiences across iOS, Android, and web, with a focus on building scalable, user-centric products that drive business impact.

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PROFESSIONAL EXPERIENCE

Paytm (One97 Communication Ltd.), Noida

Senior Staff Product Designer

Apr 2026 - Present

- Led the design of AI Agent Marketplace on merchant Platform enabling workflow automation for merchants, including payment recovery, reconciliation, and operational processes.
- Designed consumer payment experiences across iOS, Android, and web, including Paytm Payment Gateway native applications and checkout journeys.
- Actively contributed to AI initiatives aimed at improving design team efficiency through Figma design token mapping and the creation of custom Cursor commands for automated design QA and heuristic evaluations.

Staff Product Designer

Oct 2025 - Mar 2026

- Owned product design for Paytm's Unified Merchant Platform (UMP), serving merchants across India and international markets.
- Led end-to-end design of merchant onboarding products, including DIY onboarding experiences and onboarding infrastructure for India and UAE.
- Delivered merchant payment and checkout solutions, including Payment Links, Payment Pages, International Payouts, and Lightning Checkout.
- Pioneered AI-powered design workflows using Cursor, Claude, ChatGPT, and Figma, driving automation and enabling 4 successful product launches.

Manager Product Designer

Apr 2023 - Sep 2025

- Mentored design intern and contributed to the enhancement of the Web Design System, strengthening design quality and system adoption.
- Led the design of task management, service agent, onboarding, and asset tracking platforms across web and mobile, and established Paytm's web design system.

Assistant Product Designer

Aug 2021 - Mar 2023

- Designed the end-to-end experience for the My Devices section in Paytm for Business, enabling merchants to manage card machines and soundboxes, and designed the merchant onboarding journey
- Designed internal business products including a Reconciliation Platform for the finance team and a Promotion Panel for creating and managing customer offers and promotional campaigns.

Associate UX Designer

Dec 2019 - Jul 2021

- Designed end-to-end user experiences for Merchant KYC, Business Loans, and in-app content platforms for Paytm for Business.
- Designed Billing, Payouts, and Merchant Onboarding workflows across web and mobile web, including KYC, document verification, product selection, and payment gateway setup.
- Designed digital banking experiences for Paytm Net Banking, including Passbook, Fund Transfer, and Approval Management workflows.

Philips, Pune

UX Design Intern

Jun 2019 - Dec 2019

- User experience design for Philips Mobile Surgery (C-arm), an Image-Guided Therapy System.

Earlier Professional Experience

Senior Technical Sales Executive

- Techvin Services · May 2016 - Jan 2017 · Gurgaon
- Techclarus Technologies Pvt Ltd · Jun 2015 - Mar 2016 · Delhi

Technical Support Analyst

- Hewlett-Packard · Jul 2013 - Dec 2014 · Bangalore

EDUCATION

National Institute of Design, Bangalore

Master's in Information Design

2017 - 2019

Sri Venkateshwara College of Engineering, Bangalore

Bachelor's in Computer Science and Engineering

2009 - 2013

SKILLS

Product Design

Product Design, UX Design, UI Design, Design Systems, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping

Domain Expertise

Fintech, Merchant Platforms, Merchant Onboarding, KYC & Verification, Payment Gateway, Merchant Lending, Net Banking, Reconciliation, Dashboard Design, B2B SaaS

Leadership & Strategy

Systems Thinking, Design Strategy, Stakeholder Management, Cross-Functional Collaboration, Design Operations, Mentoring

AI & Automation

Generative AI, AI-Assisted Design, AI Product Workflows, Design Automation, Workflow Automation, Prompt Engineering, AI Prototyping, Custom AI Workflows, LLM Applications, AI Agent Design

TOOLS

Figma, Cursor, Claude, ChatGPT, Google Gemini, Figma Make, FigJam, Miro, Jira, Confluence, Notion, Adobe Photoshop, Adobe Illustrator, Zeplin, Slack, Google AI Studio, Stitch, NotebookLM

INTERESTS

Exploring new places, experimenting in the kitchen, following football (soccer), gaming, and discovering music that inspires creativity and fresh perspectives.