

Shrea George | Product Designer

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4+ years of experience across fintech, banking, e-commerce, and media. Currently consulting at FYNDNA Via Lollypop Design. I design with the user in mind, AI is merely a tool that I use to make that happen.

EXPERIENCE

Aug 2024 to Present

Lollypop Design

Product Designer

FYNDNA(deployed) | Banking

- Won **Promoter's Choice** and got voted **Best Team** awards at internal AI Hackathon(team of 3).
- Owning high-stakes flows(fraudulent documents, application tracking, party details) involving approval from multiple teams, product, developers, and co-founders to ensure goals were met.
- Designing flows with constraints, complexity, and for users with high attrition. I am now using AI and Figma MCP to use our design library to create screens

Royal Enfield Apparel | E-Commerce

- Brought the brand vision to life for an apparel store, redesigned navigation using storytelling, reframed competitor benchmarking across casual and riding apparel.
- Applied rider psychology to the online purchase decision by solving problems like “why would the user shop here instead of the RE Amazon store?”.

Other work at Lollypop Design: Conducted a workshop on Research Biases where everyone was divided into teams and had to test and validate certain biases in office. Put together pitch decks and estimates to bring in more clients.

May 2022 to Mar 2024

ZEUX Innovation

Product Designer

Terrapay Phase 1 and 2 | Fintech

- Solved for complex and niche user bases by building the back-end(phase 1) and front-end(phase 2) of a beta testing platform that helps automate the constraints used by terrapay to test payments across continents.
- Conducted user testing with Terrapay employees for phase 1 and user research across South Africa and America for Phase 2.

ICICI Bank | Banking

- Devised a research plan, questionnaire and report to study ICICIs UPI users.
- Conducted 30 primary user interviews across 4 cities to understand UPI behaviour. Delivered a strategic research handbook to help ICICI stand out as a UPI provider.
- Our design directions went live after just 4 days of completion and resulted in the return of 3 more projects from ICICI bank.

Other work at ZEUX Innovation: Informist | Media, Designed and refined a real-time financial intelligence platform for active investors, balancing speed, clarity, and information density to better serve a niche user base.

SKILLS

Product Design · Figma MCP · Agentic AI · UX Research · Responsive Design · AI and Design Systems · Lovable · VS Code · Stakeholder Management · Research Analysis · Storytelling · Competitor Benchmarking

EDUCATION

Sep 2021 to Aug 2022

ISDI Parson's

Mumbai

Post Graduate Program, UX Design

- Participated in 2 hackathons and was the 2nd person to get placed.

2016 to 2020

Fr. Conceicao Rodrigues College of Engineering

Mumbai

Bachelor of Engineering, Electronics Engineering

- Joint Secretary, Rotaract Club (2018-19) & Club Service Director (2017-18): Organised charity events with a footfall of 650+ at our flagship event, we also had Samay Raina and Nishant Suri perform at college which were high demand and budget events.

CERTIFICATIONS

Sep 2025 to Apr 2026

D.MBA

Online

- Strengthened my ability to connect storytelling with business metrics to make designs persuasive and outcome-driven.
- Developed stronger business empathy by understanding client constraints, priorities, and decision-making contexts.