

MAKARAND RAJAPKAR

Product Designer · Fin-Advisory Builder · Ships with AI

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Product designer and product owner for the Indian financial-advisory and investing space. Twelve years across finance, ERP, e-commerce, and design. I define the problem, the user, the UX, and the design system — and direct AI tools (Claude, Claude Code, Lovable, Figma AI) to build the working product. The skill is the prompt and the judgment, not the code.

SELECTED PROJECTS

Bunny — Client Manager · Mobile Application

2026 · Pre-launch

Co-Founder · Product Designer · with Manish Teewary

Privacy-first CRM for Indian mutual fund advisors and tax consultants. Role-adaptive Android app (MF · Tax · Both) with on-device data, single-tap WhatsApp templates, festival greeting cards drawn on-device, 120-day due-date tracker, and KYC/SIP/ITR/GST compliance flow. Owned every product decision; AI tools built the working app. Pre-launching on Google Play.

BUILT WITH Figma · Material 3 · Android · Claude Code (AI implementation)

Markets Mojo · marketsmojo.com

Jan 2026 → Present

UX/UI Designer · Key Responsibility Areas

- Complete design and prototyping of the entire new Markets Mojo mobile app.
- Designing the sections and pages required for the marketsmojo.com website.
- Developing internal software required for different departments.
- Working across different departments — product, engineering, marketing, ops.

E-Commerce Brand Building — Indus Health · Softstone · Bad Boyz Club · Funky Monkey

2019 — 2024

Lead Designer + Strategist · Independent Practice

Brand identity, marketplace presence, conversion-focused design, and digital-transformation strategy for four named consumer brands across food, lifestyle, and health. Scaled listings and growth on Amazon, Flipkart, and Ajio. Multi-year retainers.

Wadhwa Group — ERP for Finance Teams

Nov 2017 — Mar 2019

Senior Executive · ERP Development Team

Designed enterprise systems where accounting entries, reports, and databases finally got along. Quiet, data-grade UX work for finance teams — before I had the vocabulary for it.

EXPERIENCE

Markets Mojo, Mumbai · UX/UI Designer

Jan 2026 → Present

Independent Practice, Mumbai · Product Designer · E-Commerce Consultant

Mar 2019 → Present

The Wadhwa Group, Mumbai · Senior Executive (Finance + ERP)

Nov 2017 — Mar 2019

IL&FS Township & Urban Asset Ltd · Officer

Mar 2016 — Nov 2017

GI InfoTech Pvt Ltd (UK Account) · Account Assistant

Jan 2015 — Oct 2015

Laxmikant Kabra & Co, Thane · Officer

Jul 2013 — Jan 2014

EDUCATION & CERTIFICATION

UI/UX Design Bootcamp · 5 months · 7 projects · top-designer mentorship — Internshala Trainings

Aug 2025

PGC in UI/UX (Grade B) · Skill India / NSDC certified — Scholiverse Educare

Aug 2025

Google UX Design Certificate — Coursera

Nov 2022

GDCA — Govt. Diploma in Co-operation & Accountancy — Maharashtra Government

Mar 2021

PGDM in E-Commerce — Welinkar Institute

Jun 2020

Master of Commerce (M.Com) — Mumbai University

Apr 2015

Bachelor of Financial Markets (BFM) — N.G. Bedekar College

Apr 2013

SKILLS

Product Design User research · wireframing · prototyping · usability testing · interaction design · user personas · journey mapping · storyboarding · competitive analysis

Design Tools Figma · Adobe XD · Photoshop · Illustrator · Corel Draw · Framer

Design Systems Material 3 / Material You · design tokens · component libraries

AI Tooling Claude · Claude Code · ChatGPT · Lovable · Figma AI · Midjourney — prompt-driven product building

Domain Fin-Advisory · E-Commerce · Marketplaces (Amazon, Flipkart, Ajio) · ERP (SAP) · Finance & Compliance

Languages English · Marathi · Hindi