

# Durga Batchu

Staff Product Designer — Fintech & SaaS Platforms

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Product-minded designer specialising in 0→1 fintech and SaaS platforms. Expert in equity lifecycle systems — portfolio management, compensation modeling, and ESOP infrastructure — built in close partnership with engineering and product leadership.

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## EXPERIENCE

### Staff Product Designer

Jul 2022 – Present

Hissa

- Founding and sole UX designer, owning **end-to-end design** across all product tracks in a high-velocity, context-switching environment.
- Led **0→1 development of the Portfolio Management platform**, defining system architecture, financial workflows, and interaction patterns from scratch.
- Built the **Compensation Modeling platform** using AI-assisted design workflows to power equity planning, scenario simulation, and approval chains.
- Designed and launched the **ESOP Marketplace**, architecting grant lifecycle flows, vesting logic, and complex transaction state systems.
- Partnered with engineering and product leadership to **define technical tradeoffs**, scope features, and establish measurable design success metrics.

### UX Researcher & Product Designer

Sep 2021 – Jun 2022

Anar

- Conducted **on-ground qualitative research** with B2B clothing distributors across Mumbai wholesale markets.
- Synthesised field insights into structured product hypotheses, feature prioritisation, and actionable requirements for engineering teams.
- Supported early-stage **product-market fit validation** through iterative prototype demos and feedback cycles.

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## SKILLS

Figma · Design systems · Interaction design · Information architecture · User research · Qualitative research · Prototyping · 0→1 product design · Fintech / ESOP systems · Cross-functional collaboration

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## EDUCATION

### MSc Automotive Human Factors

2016 – 2020

TU Eindhoven