

Harshit Satija

Design, Tech, People

*Drawn to the intersection of design, technology, and people.
Likes to work on solving complex problems and creating
experimental, functional yet beautiful experiences.*

Academic Achievements

Graduated as **Department Rank 1** from IDC, IIT Bombay (2021 batch)

All India Rank 3 in Undergraduate Common Entrance Exam for Design (UCEED) 2017.

Received the distinction of an **'AP' Grade** in recognition of outstanding performance in **Problem Identification, Information Graphics, and Visualisation**

Key Projects

Enclave | CommandK Project

Led the research, design, and enabled rapid development of 'Enclave', a platform that helps manage data privacy risk by automating DPDP and GDPR compliance

Data Privacy, Design for Compliance, Rapid Development

Secrets by CommandK | CommandK Project

Directed the design and facilitated development of 'Secrets by CommandK', A solution designed to give secret management best practices to enhance security and improve developer productivity

Design for Security, Developer Experience, OOUX, Qualitative Research

Recommendations Revamp | Flipkart Project

Ideated, evaluated and designed a portable framework for recommendations usecases on flipkart throughout the funnel

Framework Design, Component library Design, UX Evaluation, System Audit

Cart Revamp | Flipkart Project

Through extensive ideation, benchmarking and analysis of user behaviour, developed and refined multiple features for the Flipkart 'Cart', including revamping the checkout and cart engagement and overall design-consistency cleanup

User research, Metrics Analysis, Funnel Design

BirdHouse | Self-initiated Project

Designed a PWA that streamlines the bookmarking and organisation of tweets. The app enables users to curate collections, and share or embed these seamlessly

Web app development, Creative Exploration, Rich Content Format

Flipkart CBC (Co-Branded Card) Project | Internship Project

Collaborated with the Flipkart payments design team to craft the onboarding, engagement, and bill payment experiences

Customer Onboarding, Design for Fintech, Payment UX

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Work Experience

Natoma • Founding Designer

April 2024 - Present

Leading the design team for both product and marketing. I oversee end-to-end design processes while ensuring alignment with brand and product goals in a dynamic startup environment

CommandK • Founding Designer

July 2022 - March 2024

Spearheading product design for highly complex user flows, translating research insights into practical designs in a fast-paced startup

Flipkart • Product Designer

June 2021 - June 2022

Sole designer for 'Cart & Checkout' and 'Personalisation' team, enhancing user experience from Home page to Checkout

Think Gudd Studio • Web & Communication Designer

June 2019 - July 2019

Worked on interaction and communication design projects with Gandigram Trust, Khadi Trust, Agastya Foundation and NIAS.

Godrej India Culture Lab • Research Fellow

May 2018 - June 2018

Conducted in-depth research and and curated multiple events while assisting the lab

IIT Bombay • Internship Coordinator & Student Mentor

June 2019 - June 2021

Collaborated with a 23-member student team to coordinate internship placements for over 2000+ students. Acted as a mentor, providing orientation and guidance to incoming freshmen

Skills & Interests

User Research and Evaluations

Contextual Inquiry, Affinity mapping, Creating Personas, Heuristic Evaluation

Visual Communication

Graphic Design, Typesetting, Branding, Film-Making and Illustration

Coding and Electronic Skills

React, HTML, CSS, Processing and C++

Hobbies & Interests

Fintech, Design for well-being, Film-Making, Street Photography, F1