

# Dheeraj Elamana

GROWTH PRODUCT DESIGNER

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## SUMMARY

Growth Product Designer who has driven **140 user reactivations** and unlocked **₹8.37Cr in AUM** through multi-channel retargeting systems at marketfeed, a Bangalore-based fintech platform. **4+ years** of experience spanning product design and growth – I own the full loop: user research, funnel design, CRM automation, and outcome tracking. MDes from IIT Delhi. Seeking growth or senior product design roles where design is directly tied to revenue.

## EXPERIENCE

### Growth Product Designer

Jul 2024 – Present

marketfeed · Bangalore

*Fintech platform for retail investors – algo trading, mutual funds, and investment automation*

- Designed and launched a multi-channel retargeting system across **6 user segments** – generating **140 reactivations** and unlocking **₹8.37Cr in AUM**.
- Built **6 end-to-end drip campaign flows** (cold leads, workshop drop-offs, account-not-funded, activation drop-offs, waitlist, non-trade users) – replacing all manual outreach with automated CRM journeys.
- Ran monthly user calls across **8 distinct segments** to surface acquisition blockers and directly translate insights into funnel design decisions.
- Developed a **14-stage lifecycle retargeting sequence** mapping users across Awareness → Consideration → Decision, with segment-specific messaging and visual assets per stage.
- Architected a **real-time CRM + Google Sheets sync via n8n** – triggering personalised email campaigns automatically on status changes (e.g. Churned → Active).

### Product Designer

Nov 2021 – Jun 2024

marketfeed · Bangalore

- Designed **2 full versions** of marketfeed's marketing website (mobile-first) – hero, About Us, Calculator, and all core pages – plus a dedicated landing page for the online workshop acquisition funnel.
- Led the **0→1 Automated User Acquisition Flow** – eliminated manual WhatsApp group onboarding and replaced with a scalable, CRM-driven multi-channel journey.
- Designed a suite of **15 financial calculators** (SIP, EMI, position sizing, goal planning, retirement and more) – now contributing **10% of leads** to the core trade automation product.
- Designed a high-conversion **performance landing page** for Google & Meta Ads across desktop, tablet, and mobile – using co-founder imagery, social proof, and a streamlined registration modal to drive workshop sign-ups.
- Ran continuous user discovery (calls, surveys, prototype testing) to identify friction points and validate design decisions with stakeholders.

Independent · Calicut, Kerala

- Designed industrial products for manufacturing clients including a collaboration with **NIT Calicut**; trained **500+ professionals** in AutoCAD, SolidWorks, and Inventor.

## KEY PROJECTS

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### Churn Reactivation Engine

Segmented churned users into **3 behavioural cohorts** (value delivered, value not delivered, loss-making) and designed personalised re-engagement flows with **7 WhatsApp + 7 Email** creative assets, CEO-led trust messaging, and stage-specific CTAs.

Outcome: 140 reactivations · ₹8.37Cr AUM unlocked

### 0→1 Automated Acquisition System

Replaced manual WhatsApp-group onboarding with a CRM-driven journey across **3 channels** (Email, WhatsApp, SMS). Designed triggers, segmentation logic, and **6 campaign flows** entirely from scratch — no prior infrastructure existed.

Outcome: Fully automated acquisition — zero manual ops dependency

### marketfeed Website — 2 Full Redesigns

Owned end-to-end design of marketfeed's primary marketing website across **2 complete versions** (mobile-first). Covered hero, About Us, Calculator, and conversion-focused pages. Also designed the standalone workshop landing page used for paid acquisition.

Outcome: Primary brand and acquisition surface for the platform

### 15 Financial Calculators — Full Suite

Designed end-to-end a full suite of **15 financial planning tools** for marketfeed — covering SIP, EMI, position sizing, goal planning, retirement, and more. Designed for clarity and trust, with embedded CTAs driving users toward the core product.

Outcome: Contributes 10% of leads to the core trade automation product

### Performance Landing Page — Google & Meta Ads

Designed a high-conversion landing page for paid traffic driving workshop registrations — built across **desktop, tablet, and mobile**. Used co-founder imagery, social proof, testimonials, and a streamlined registration modal to maximise conversion from ad clicks.

Outcome: Primary paid acquisition surface for workshop funnel

## IMPACT SNAPSHOT

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140

Churned users reactivated as active traders

₹8.37Cr

AUM unlocked via retargeting campaigns

6

End-to-end drip campaign flows built

0 → 1

Acquisition system built, zero manual ops

## SKILLS & TOOLS

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### GROWTH

Funnel Design  
Behavioral Segmentation  
CRM Lifecycle Design  
Conversion Rate Optimisation  
A/B Testing  
Retargeting Frameworks  
Lead Generation  
User Journey Mapping

### DESIGN

UI/UX Design  
Growth Design  
Prototyping  
Design Systems  
User Research

### TOOLS

Figma · Framer  
Freshworks CRM · n8n  
Mailmodo  
Looker Studio

## EDUCATION

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**Master of Design (MDes) – Industrial Design**

2008 – 2010

Indian Institute of Technology (IIT) Delhi

**B.Tech – Mechanical Engineering**

2002 – 2006

Govt. Engineering College, Thrissur