

Rahul Das

Head of Design · GenAI & Product · 16 Years

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Design leader with 16 years across enterprise, mobility, and AI-native products. From product and brand/UX work for Aon, KPMG, Adidas, and Ericsson, to scaling design and product at Bolt.Earth for 50,000+ EV users. I build and lead teams, shape product strategy, and integrate GenAI deeply into how design teams work. Most recently, I took on designing and shipping Trypic — a full-stack AI-powered discovery app — built end-to-end in Figma, React, and Claude Code.

EXPERIENCE

Design, Build & Ship

Independent Design Leadership and Ventures

2025 – 2026

A deliberate year going deep on AI-native product building from concept to shipped, working solo across strategy, design, and code.

- Designed and built Trypic end-to-end — a full-stack persona-driven experience discovery app for Indian cities, built in React + Vite with an Express proxy backend, deployed via Replit and Claude Code. *Demo available on request.*
- Currently designing and building Electrip — a travel and trip planning app purpose-built for EV drivers, covering route planning, charging stops, and range-aware itineraries.
- Developed an AI-integrated design workflow: Figma → Lovable/Bolt for prototyping, N8N for automation pipelines, Nanobanana for visual generation, Replit and Claude code for working products
- Deepened expertise in agentic UX, human-in-the-loop interface design, and prompt engineering for design and product use cases.

Head of Design

Bolt.Earth

2022 – 2025

Led design and product across India's largest EV charging network. Built the function from zero.

- Scaled the design team from 0 to 15 specialists, establishing hiring pipelines, mentorship frameworks, and a GenAI-enabled workflow for rapid prototyping and user research.
- Directed product strategy and UX for a B2C + B2B charging software suite and multipurpose EV app, serving 50,000+ active users across India.
- Led the product roadmap for smart EV hardware and a network of 30,000+ charging points, improving onboarding completion and session success rates.
- Created UI/UX for smart EV hardware adopted by OEMs globally — designing for constrained displays and diverse user literacy levels.
- Ran data-driven EV UX research and execution using Figma, Lovable and quantitative analytics, leading to validated improvements across core user journeys.

Head of UX

Xeye & Adroit Labs

2019 – 2021

- Led design for P.I.V.O.T — a project management tool built for KPMG's engineering teams across India, enabling monitoring and execution of heavy industry projects.
- Built and shipped Metrics 360, a B2B project management platform for IT teams in Scandinavia.
- Directed digital design and brand communication across 20+ Barclays Shared Services locations in India, driving brand consistency through a complex internal unification programme.

- Pioneered game design and data visualisation dashboards for Barclays' Risk Management team, improving analyst engagement with risk data.

Founder & Design Director

Rinkled — Creative Agency

2013 – 2019

- Founded and ran a full-service creative agency serving 50+ clients across Asia, including Aon, PWC, Ericsson, and Adidas — managing projects from brief to delivery across brand, digital, UI, and product design.
- Grew to a team of 8 at peak, managing P&L, business development, and creative direction simultaneously.
- Enhanced digital brand presence by 20%+ for multiple enterprise clients through strategic product and UX design initiatives.

Senior Designer

Via Design

2009 – 2013

- Served clients across India and Asia including Ericsson, Adidas, and PWC across spatial, brand, and product design disciplines.
- Spearheaded Adidas corporate Interior Design Guidelines, influencing retail environments across the region.

SKILLS

Design & Leadership Product strategy · Design systems · GenAI & agentic UX · Vibe Coding · B2B/B2C product design · Visual design · UX research · Data-driven design · Team building & mentorship · Product road mapping · Agile delivery

Build & AI Tools Figma · Figma Make · Claude Code · Lovable · Bolt · Replit · Cursor · Spline · Blender · Midjourney · N8N · Gumloop · React/Vite (working knowledge) · Prompt engineering

EDUCATION

Industrial Design · Istituto Europeo di Design (IED), Turin, Italy

Design Thinking & Innovation Management · IIM Kozhikode, India

Bachelor of Arts · University of Delhi, India

SELECTED WORK

Portfolio: rahuldasdesign.com/work

- Trypic - AI-powered hyperlocal discovery app · Full-stack, fully functional · React + Vite + Express · Designed and built solo (demo on request)
 - Bolt.Earth EV Platform - B2C + B2B charging software suite · 50,000+ users · Smart hardware UX for global OEMs
 - Sahayak - Organised Digital Dashboard/System · Job Portal + Information application for the disability sector in india
 - Aston Martin Sari Concept / Nissan MADA — Mobility design concepts, IED Turin
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