

# Sudeep Kumar

Product Design Lead

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## Profile

Product design lead with 10+ years shaping fintech and consumer products across mobile and web. I specialize in turning complex financial workflows into intuitive mobile experiences. I care most about the details that compound: information architecture, interaction patterns, and the small decisions that make complex products feel obvious.

## Experience

### Carta Inc. - Product Design Lead

October 2019 - Present, Remote - Canada

Leading design across Global KYC, Carta and Carta Carry mobile apps and defining the strategy for how employees manage equity and GPs manage venture funds on the go.

### Kik Interactive Inc. - Product Designer

January 2018 - October 2019, Waterloo, Canada

Shaped how millions of users discover and connect around shared interests on Kik. Worked across safety, personalization, growth, and revenue teams. Acqui-hired by Carta in 2019.

### Stagwell Tech - Product Designer

February 2017 - November 2017, Toronto, Canada

Designed consumer products spanning ride-sharing apps and video streaming platforms across web and mobile for the Canadian and Latin American market. Moved from Hubub acquisition.

## Education

### Advanced Digital Design - George Brown College

2014, Toronto, Canada

Dean's Honours graduate. Specialized in UI/UX design, front-end development, and multimedia production.