Moiz Manasawala

UI UX Specialist and Product Manager

www.moizmanasawala.com
Moiz.manasawala@gmail.com
+91 91676 88624

Seven years in the digital product world across digital lending, asset management, & B2B SaaS — bringing product thinking and design fluency to the table.

Experience

Moneyboxx Finance

Sr. Manager | Product & Design | Digital Lending - Secured/Unsecured (LOS)

• *Jan '26 - Present*

- Designed & developed lead generation B2B app for secured/unsecured business, reducing manual onboarding steps by ~40% and cutting field RO onboarding TAT from 2 days to 30 mins
- Owned the 0→1 design & product build for Moneyboxx's B2C lending app, to expand user base in unsecured lending & boosting portfolio mix.
- Designed Solar Loan product end-to-end — from competitor research to workflows, its fit within the existing LOS, taking it from concept to live adoption with the first leads onboarded.
- Led third-party integrations in the LOS for KYC, eSign, bank verification, and more; collaborated closely with tech team to streamline borrower onboarding and optimize vendor costs.
- Defining team rituals, design-ops processes, and delivery frameworks — building design infrastructure where none previously existed.
- Partnered with cross-functional teams across tech, product and business to ship product experiences aligned to business and regulatory requirements.

L&T Finance

Team Lead | Product & Design | Retail & B2B Lending Platform

Nov '23-Dec '25

- Designed & launched the unsecured lending journey on Planet consumer app — acquiring 5,000+ borrowers and disbursing ₹20Cr within the first 60 days of go-live
- Led the strategic shift to make the Trade Advance journey mobile-first, reclaiming end-to-end product and design ownership from a third-party vendor and delivering a streamlined disbursal and loan management experience for farm equipment and two-wheeler dealers
- Owned the end-to-end product build for the SME lending journey on the B2C app, covering both salaried and self-employed segments — driving a 18% growth in the business loan portfolio within 4 months of launch
- Cut SME withdrawal TAT by ~97% — from 6–7 hours to 15 minutes — by building a one-click re-disbursement journey for existing customers, eliminating manual intervention at every step
- Owned the full product design strategy for the PLANET app and web overhaul — L&T Finance's primary customer-facing channel for retail loan servicing, EMI payments, and cross-sell, serving 20M+ borrowers.
- Commissioned and ran a multi-phase research program — 100+ user interviews & field studies, 50+ branch visits with borrowers and RMs — translated field insights directly into prioritized product decisions and roadmap inputs.
- Rebuilt the EMI payment and Update Mandate journeys from scratch — workflows, interactions, and payment state flows (processing, success, failed, pending) — improving payment completion rate by 27%
- Served as the primary design voice in stakeholder forums — aligning product, business, and technology leadership on a unified experience vision.

Motilal Oswal Asset Management

Asst. Manager | UI UX Design | Mutual Fund Investing

Feb '21-Oct '23

- Owned full product & UX strategy for the MOAMC investor app — driving SIP enrollments, lump-sum transactions, and portfolio engagement for retail mutual fund investors.
- Designed and shipped the goal-based investing experience from scratch on the MOAMC investor app — giving investors a clearer way to set, fund, and track financial goals and lifting app usage and investment activity by 15%.
- Partnered with Sales, Compliance, and Distribution teams to launch in-app journeys for SIP top-ups, contributing to a measurable uplift in monthly SIP book growth.
- Established the product design system as a long-term scalable asset, grounded in brand governance and Material Design.

Spaceship
Co-founder
Aug '14-Sept '20

- Co-founded and scaled a product design and visual merchandising studio servicing 40+ clients across fintech, B2B SaaS, e-commerce, and consumer brands over a 6-year run.
- Designed showrooms, commercial spaces, exhibition stalls, and window displays, translating brand identity into physical retail and event environments - customer experience being at the core.
- Designed websites with intuitive interfaces, micro-animations, and custom transitions, alongside end-to-end brand identity work.
- Owned positioning, service offering, client acquisition, and team structure — built and led a 12-member design team from the ground up.
- Set the creative and strategic direction across all client engagements, accountable for quality, timelines, and commercial outcomes.

Hyperspace (A Dentsu Aegis Company)
Sr. Visualizer | Graphic Design | Visual Merchandise Design & CX Design
Jun '10-Jul '14

- Directed retail environment design strategy, translating brand positioning into in-store customer experience across national roll outs for retail clients.
- Developed outdoor innovations scalable PAN India, ambient designs, mall activation and in-shop branding.

Softweb Marketing
Graphic Design | Design Botique
Apr '10-Jun '10

- Contributed to brand identity systems across print and digital, developing skills in creative direction and aligning design with client business objectives.

Skills & Abilities

Product & Domain
- Loan Origination Systems
- Digital Lending Workflows
- Retail lending platforms
- Mutual Fund Platforms

Product Management
- Product Requirement Documents
- Technical Fluency
- Workflows & User Journey Design
- Product Analytics

Design Leadership
- Design Systems & Governance
- User Research & Usability Testing
- Wire-framing, Prototyping, UI Design
- Design Ops & Team Building

Tools
- Figma
- Adobe suite
- Whimsical
- Mixpanel

Education

Product Management & Design
Next Leap

User Experience Design
Human Factors International (HFI)

Bachelors of Mass Media
Mumbai University

Overview

- Owned end-to-end product, design and workflows — from discovery, user research, roadmaps, workflows to wireframes, prototypes, and launch-readiness. Worked closely with business and tech teams.
- Defined design and experience roadmaps and translated business goals and user insights into coherent product vision, interaction flows, and design systems.
- Conducted heuristic evaluations and UX audits to identify friction points, leading to measurable improvements in task completion and user satisfaction.
- Collaborated with PMs and engineers to shape feature prioritisation, ensuring user needs were represented in UX, alongside business and technical constraints.
- Ran usability testing sessions, synthesised findings, and iterated on designs to reduce drop-offs and improve adoption.
