

Atul Khola

Head of Design & Experience | Hands-on Product Design Leader | AI-native builder

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Product design leader with 11+ years building high-craft consumer products and leading multidisciplinary teams across fintech, AI, education, adtech and health. Combines design management with hands-on product strategy, UX and interaction design, design systems, team building, and 0 to 1 launches.

Experience

Zero | Head of Design & Experience

DUBAI, UAE | MAY 2025 - PRESENT

- **Team and organization.** Built the Design & Experience function from day 0 and lead a 12-person multidisciplinary group spanning product design, brand, illustration, motion, 3D, copy, growth operations, marketing and agency partners.
- **Product and launch.** Directed end-to-end UX, interaction design, visual design, brand, and launch for a 0 to 1 AI-native learning platform; Why Zero earned 20+ global awards and recognitions, including Awwwards
- **Beta and growth.** Led a cross-functional beta launch across product design and marketing, building a global waitlist of 10,000+ users.
- **AI-native design practice.** Built a culture where designers use AI to prototype in code and ship production PRs, continuously evolving the team's tools and workflows as new capabilities emerge.

CRED | Lead Product Designer

BENGALURU, INDIA | JAN 2021 - MAY 2025

- **Flagship consumer fintech.** Led a designer pod for revamping CRED's flagship card management experience in 2025
- **Home and personalization.** Owned Home and central experiences charters, personalizing the product for each visit; previously led CRED Shop and multiple 0 to 1 product explorations.
- **Design system and practice.** Led NEOPOP, one of CRED's longest-running design systems; initiated early AI experiments, supported the company-wide Figma transition, and mentored designers.

Cult.fit | Senior Product Designer

BENGALURU, INDIA | OCT 2019 - JAN 2021

- **Fitness and gym experiences.** Led end to end product design across fitness verticals increasing completion by 12%, retention by 30%, and bookings by 19%.

Media.net | Product Designer

MUMBAI, INDIA | JUN 2018 - OCT 2019

- **Growth, onboarding, and monetization.** Redesigned M.net, improving top-of-funnel performance by 47%; reduced advertiser and publisher onboarding drop-off by 15%; designed finance and ad-monetization experiences for Forbes.

Toppr | Product Designer

MUMBAI, INDIA | JUN 2016 - JUN 2018

- **Learning at scale.** Designed mobile and platform learning experiences for 1.2M+ students, including Doubts on Chat; received the Toppr Champ employee-of-the-year award in 2017.

Toovia | Product Designer

MUMBAI, INDIA | MAY 2015 - JUN 2016

- **Multidisciplinary product design.** Created UI/UX, interaction design, graphics, visual systems, and spatial experiences for international luxury lifestyle brands.

Community & Speaking

- **DesignDrug.** Founder. Built an 18k member design community and Discord where designers formed teams, upskilled, shipped products, and ran a community-sourced job board.
- **Speaker and Influence.** I regularly deliver sessions online & offline across educational institutes like NIDs, IITs, Design events, and design communities across India; promoting perspectives on product design, interaction, craft, culture, and AI with close to a 100K audience.

Education

- Bachelor of Design, Fashion Communication | NIFT Mumbai | 2012 - 2016