Hi! I’m Kathir Eshvar—Product Designer

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Profile

Product designer with four years at Dream11, a fantasy-sports platform with **250M+ users**. I turn research and product data into clear journeys, with a focus on building trust, simplifying complex workflows and helping users make informed decisions over time. I work from concept through implementation, balancing user needs, product goals and technical constraints.

Experience

Dream11 | Product Designer II Jul 2022 - Jul 2026

Redesigned the Winners Page to make real winners easier to find and trust.

- Used feedback and usage data to prioritise regional stories and winning-team access.
- After launch: **59% higher** visitor interaction rate and **74% fewer** winner-related support requests.

Designed Manager Mode’s season-long journeys, including transfers, Boosters and Private Leagues.

- Reached **1M+ players** in its first tour.
- Players had **23% lower churn likelihood** in regular Dream11 play before tour end versus non-players in the same lifetime-value groups.

Owned Multi-Match Fantasy’s end-to-end UX, refining the experience through research and product data.

- Final iteration: **1.43% uplift** in platform paid contest joins.
- Adopters averaged **110% more** paid-play days than non-adopters during the World Cup tour.

Coimbatore Covid Aid | Design Lead (Volunteer) May 2021 - Jun 2021

- Led the website and Instagram strategy for a volunteer COVID-19 relief initiative.
- Coordinated creative work to raise COVID-19 awareness and support fundraising for oxygen cylinders and vaccination camps.

Education

Indian Institute of Technology, Bombay Jul 2018 - Jul 2022

Bachelor of Design, IDC School of Design

Skills

Interaction design · Information architecture · User journeys · UI design
Prototyping · Research synthesis · Product data analysis
Figma · AI-assisted prototyping