

Nitin Koli

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Principal Product Designer with 15+ years in digital design, including 10+ years at Dream11 (8+ focused on product design) building for 250M+ users. Now working independently as a freelance/fractional design consultant, helping startups and product companies with product strategy, design systems, and AI-augmented prototyping. Track record includes regulated market pivots, large-scale design systems, and high-impact monetisation features.



Independent Product Design Consultant – Freelance/Fractional

July 2026 — Now

- Currently available to help startups and product companies design, scale, and ship high-impact digital products, from product strategy to production-ready experiences.
- Engagement models: fractional design leadership, product design consulting, project-based design sprints, full-time remote roles

Strengths

Led the overnight pivot to Free-to-Play after a national ban, then launched Watch Along within 60 days, reaching 7M weekly active users.

Built a design system from scratch for 250M+ users

Grew a design team from 6 to 55 across levels



Principal Product Designer – Dream11

July 2025 — May 2026

- **Launched a sports entertainment platform** end-to-end within **two months**, spanning ideation, design, development, and go-live.
- Scaled to **7M weekly active users** within two months of launch, with **19.8 minutes average daily time spent**, validating strong engagement and product-market fit.
- Led the overnight design pivot from RMG to Free-to-Play with ads after the national ban, ensuring business continuity.
- Built AI-generated prototype concepts for the entire app flow using Cursor and Claude, enabling faster stakeholder and leadership alignment on direction before committing engineering resources

Skills

Product Strategy
UX/UI Design
Design Systems
AI-Augmented Prototyping
Stakeholder Collaboration
Design Leadership & Mentorship
Fractional Design Leadership

Tech: HTML, CSS, JavaScript

Tools

Figma, Google AI Studio, Antigravity, Claude, Miro, Notion, JIRA, Protopie, Framer, Monday.com, VS Code



Staff Product Designer – Dream11

July 2024 — July 2025

- Returned to IC track by choice to leverage core problem-solving strengths, owning complex product problems end-to-end.
- Launched **DreamSale**, Dream11’s biggest ever marketing campaign integration.
- Shipped **Early Winnings Disbursal**, resulting in **₹1 Cr NGR uplift**.
- Mentored designers while owning two major product verticals end-to-end with Tech and Product partners.

Social

[LinkedIn](#)

[ADPList](#)

Education

Arena Animation

2D Animation

Commerce

BES College of Commerce



Director, Product Design – Dream11

Aug 2021 — July 2024

- Delivered key revenue-impacting features including:
QuickJoin Mode (+3% uplift in paid contest joins)
Guaranteed+ (40% reduction in overlays cost)
- Led a high-performing team delivering for **250M+ users** across a regulated market.
- Led multiple product verticals and provided mentorship and growth paths for designers through regular one-on-one sessions, fostering professional development.
- Built the Dream11 Design System from scratch; presented it at the Figma Design & Dev Leaders event.
- Scaled the design team from **6 to 55 designers**, hiring across levels.
- Drove UX strategy across research planning, ideation, design reviews, and UX-Eng collaboration.
- Led multiple redesigns, experimentation programs, and MVP/POC initiatives.
- Built talent principles, growth paths, and TPD (Tech-Product-Design) frameworks to streamline team bandwidth and decision-making.
- Facilitated org-wide workshops to improve alignment and strategic planning.



Sr. Manager, Product Design – Dream11

Jul 2019 — Aug 2021

- Led a small team while actively designing high-impact features.
- Created industry-first experiences including:
Leaderboard with Live Scorecard
Compare Team (first in the industry)
Lineups View, Full Scorecard, Fantasy Stats, enhanced Create Team Flow
- Partnered closely with engineering to implement Dream11’s first tokenized design system.
- Rapidly prototyped and shipped multiple experiments in a fast-paced environment.



UI Designer – Dream11

Nov 2017 — Jul 2019

- Revamped B2B legacy modules, improving internal efficiency.
- Upgraded contest join experience and visual systems.
- Simplified private contest flows and designed campaign landing pages.



Software Developer – Dream11

Jan 2016 — Nov 2017

- Key contributor to multiple PWA revamps.
- Designed and developed marketing assets and lifecycle communication.



Senior Web Designer & Developer – Dquip

Sep 2008 — Sep 2015

- Designed and shipped websites for 200+ clients end-to-end.
- Created multi-industry CRM systems and over 500 product catalogues.