Sajal Chaplot

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Professional Summary

Product Designer with nearly 5 years of experience in product development and growth. Proven track record in driving product strategies, improving user experience, and increasing conversions. Skilled in stakeholder management, data-driven decision-making, and cross-functional team leadership.

Seeking to leverage design and analytical skills in a product management role to drive business growth and innovation.

Education

IIT Guwahati
B.Des | 2015-2019
7.87 / 10

Product Skills

Stakeholder Management

PRD Creation

Data Driven Decision Making

Conversion Optimization

Market Research and Analysis

User activation and retention

Design Skills

A/B testing and experimentation

User research

Questionnaire Survey

Usability Testing

User Personas

Customer Journey Maps

Information Architecture

Wireframing

Rapid Prototyping

Software Skills

Adobe Creative Suite
Figma
Amplitude

Work Experience

Builder.io
Product Designer   May '23 - Present

Led Figma AI plugin and increased signups by 2x, in collaboration with CEO

Created PRDs enhancing Builder's value propositions, improving functionality and UX, and accelerating enterprise deal closures.

Led project of creating a standard component library reducing development time and improving consistent experience across Builder web-app

Postman
Product Designer (Growth)   February '21 - January '23

Led user activation team, defined user activation funnel, key flows through data analysis and created a product experimentation roadmap, achieving a 10% increase in user activation within 3 months.

Improved paid conversions by 30% and activated teams by 50% by designing solutions for desktop and web apps.

Advocated data-driven design and experimentation, establishing the growth design function and earning team recognition.

Wongdoody, Infosys
Lead Experience Design   August ' 19 - February '21

Conducted user research and designed web and mobile applications for clients

Played a key role in project pitches, securing a project with a renowned soft drink brand.

Projects

Figma Plugin : Design to Code conversion
Led the end to end flows and design for plugin with focus on speed and product growth.

Provided training data to developers for AI training, collected feedback, and planned iterative improvements.

User Activation Project
Led a project to increase activated users by 5% by prompting users to save their work during inactivity.

Collaborated with engineers, data analysts, and UX writers to deliver a user-friendly solution.

Postman Onboarding Experience
Identified user pain points through research, redesigned onboarding flows, increasing activated users by 5%.

Documented critical flows, enabling developers to implement end-to-end tests, reducing system failure impacts.

Postman free trial experience v1 and v2
Designed product trial experience, collaborating with growth, data, and engineering teams to increase paid conversions by 30%.

Analyzed data to inform decisions on trial period and cost management.