Sajal Chaplot

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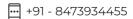## Professional Summary

Product Designer with 6+ years of experience driving UX innovation, growth experimentation, and product excellence in cross-functional environments. Adept at leading design initiatives from 0 to 1, defining product strategies, and influencing roadmap decisions.

Led key initiatives that enhanced self-serve conversion rates, introduced AI-driven design workflows, and established foundational design systems at scale. Adept at stakeholder management, product-led growth, and data-informed decision-making.

Interested in a **leadership role as a designer** or transitioning to a **Product Manager position** where I can shape product vision and lead cross-functional teams to success.

Education

IIT Guwahati

B.Des | 2015-2019

7.87 / 10

Certifications

Google Data Analytics Professional Certification

Skills

UX and Research

User research

Usability Testing

Customer Journey Mapping

Information Architecture

Wireframing and rapid prototyping

Visual Design

Product and strategy

Product Led Growth

Data Analysis

A/B testing and experimentation

Product Management

Stakeholder Alignment

Strategic Planning

Technical and Software

Figma, SQL, Amplitude, Google Bigquery, HTML, CSS, Javascript

Work Experience

Builder.io
May '23 - Present

Product Designer

Led the 0 to 1 design and launch of the "Develop" product, increasing signups by 2x

Acted as a pseudo Product Manager for billing improvements, identifying pain points, defining priorities, and collaborating cross-functionally to deliver solutions.

Defined and executed UX strategy for billing flows, improving self-serve upgrades, post-subscription experiences and reduced support tickets

Spearheaded the adoption of the internal Design System, aligning with engineering to scale UI components and enforce consistency across the platform

Built dashboards and tracked key billing funnel metrics to influence product and growth decisions.

Postman
February '21 - January '23

Product Designer (Growth)

Led user activation and retention strategies through data-driven experimentation and roadmap definition, achieving a 10% increase in activation rates within 3 months

Improved paid conversions by 30% and activated teams by 50% by designing onboarding and trial experiences for desktop and web applications

Advocated data-driven design and experimentation, establishing the growth design function and earned team's recognition.

Wongdoody, Infosys
August ' 19 - February '21

Lead Experience Design

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

AI & Automation

Figma Design to Code : Designed end-to-end UX for the Figma-CLI design system component mapper, reducing front-end development time by 70%

Knit.ai : Co-founded a tool to test prompts and outputs from LLMs, accepted into Antler Residency Program.

Figma UX Writer : Created a tool for contextual tone improvement based on design drafts, enhancing copy localization for US customers.

Growth & Monetization

Billing Improvements : Identified billing UX pain points, proposed product solutions, and delivered enhancements that boosted self-serve conversions and reduced support incidents.

Postman Free Trial : Contributed to product strategy for trial duration and cost management; designed experiences that led to a 30% increase in trial-to-paid conversion rates.

Funnels & Dashboards : Built amplitude dashboards to track self-serve upgrades and optimize billing conversion enabling faster insights across product and growth teams.

Design Systems & Quality Improvement

Design System Setup : Pitched and implemented foundational layer with usage guidelines in codebase solving UI inconsistencies across light and dark themes.

Design QA : Developed design QA processes and developer checklists, improving visual consistency and interaction quality across product releases.