Sajal Chaplot
Product Designer

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Education

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

Design Skills

A/B testing and experimentation

User research

Questionnaire Survey

Heuristic Evaluation

Usability Testing

User Personas

Customer Journey Maps

Information Architecture

Wireframing

Rapid Prototyping

Software Skills

Adobe XD
Photoshop
Illustrator
Figma
Miro
Amplitude
Looker*
Tableu*

Development

HTML5/CSS3

Javascript/Jquery*

SQL Server*

Python*

* Elementary Proficiency

Work Experience

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

Worked on product roadmap and designed solutions for desktop and web app to **improve paid conversions by 30% and activated teams by 50%** in collaboration with engineers, PM, and data analyst

Setup dashboard to monitor user activation conversion funnel on Amplitude in collaboration with data analyst.

Helped set up growth design function and won recognition for advocating data-driven design and experimentation within the larger design team.

Involved in the hiring of a Product Designer, UX writer, and Product Manager for the growth-activation team

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

Conducted user research and designed web and mobile application for businesses in collaboration with project stakeholders from both client and Infosys.

Actively involved in project pitch and proved instrumental in winning a project from a renowned soft drink brand.

Projects

Postman Onboarding Experience

Identified pain points by analyzing remote interviews with 5 participants and secondary research and **designed new onboarding flows for web and desktop app** increasing activated users by 5% and also improving other leading metrics.

Documented critical flows that helped developers to implement end-to-end tests, thus reducing business impact in case the system was not working as expected.

Postman free trial experience v1 and v2

Designed the product trial experience involving **UX changes in Postman and email communication** and increased paid conversion by 30% in collaboration with the Head of Growth, data analyst, and engineering team.

I worked with data analyst to inform critical decisions such as trial period and minimizing cost to company by allowing free trial to basic plan only.

Personalized Onboarding Checklist

Designed personalized onboarding checklist experience for new non team users, team creators, and team joiners enabling them to find value quickly by taking first few important actions in the product and increased activation by 10%.

Led the project end to end by collaborating with engineer, data analyst, UX writer and design system team to launch it for general access.

Prompt users to save their work

Increased activated users by 5% by motivating people to save their work when inactive. Led this project end to end and collaborated with engineer, data analyst and UX writer to ship the general audience.