Sajal Chaplot
Growth Designer

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Education

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

Design Skills

User Interview

Ethnographic Research

Questionnaire Survey

Heuristic Evaluation

Usability Testing

User Personas

Customer Journey Maps

Card Sorting

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 - Present

Product Designer (Growth)

Designed experiments and user experiences in collaboration with engineers, PM, and data analyst to **improve paid conversions by 30% and activated teams by 50%**

Increased activated users by creating product roadmap in collaboration with product analyst and led A/B experiments as **product manager and designer.**

Conducted remote interviews and surveys to identify collaboration pain points and users' motivation for signing up on Postman and inform product roadmap and design decisions.

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 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 how to initiate trials to minimize costs and have more trial conversions.

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** to increase activated user and multi-member teams leading to increased paid team conversions.

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.

Contract Management System Design for Soft Drink Brand

4 months

Identified pain points through **remote interviews with 36 participants and 4 business stakeholders** across 10 countries.

Designed contract management system by collaborting with stakeholders in bi-weekly design workshops.

The project won the **"Best Project Award of Q1 in Infosys Design Function"** and helped win another project from the same brand.