

Professional Summary

Product Designer with nearly 5 years of experience in product and growth. Proven track record in driving product development, improving user experience, and increasing user activation and conversions. Adept at working with cross-functional teams to deliver high-quality products and achieving business goals.

Education

IIT Guwahati

B.Des | 2015-2019

7.87 / 10

Product Skills

Stakeholder Management

PRD Creation

User Activation

Conversion Optimization

Competitor Research

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 Creative Suite

Figma

Amplitude

Looker*

Tableau*

Development

HTML5, CSS3, JS

SQL Server*

* Elementary Proficiency

Work Experience

Builder.io

May '23 - Present

Product Designer

Designed Figma AI plugin that converts design to code, increasing ideal customer profile signups by 2x.

Created PRDs to enhance Builder's value offerings, improve functionality, and UX, aiding faster Enterprise deal closures.

Established a component library to boost development speed and reduce UI inconsistencies.

Streamlined the product development process, enhancing efficiency and raising the quality of Builder's webapplication

Postman

February '21 - January '23

Product Designer (Growth)

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

Led a user activation team, increasing user activation by 10% within 3 months.

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

Figma Plugin : Design to Code conversion

Led the end to end flows and design for plugin with focus on speed and product growth.

Collected and provided training data to developers for AI training

Collecting feedback, identifying areas of improvement and planning next set of iterations with the AI dev team.

Postman Onboarding Experience

Identified pain points through user interviews and secondary research, designing new onboarding flows that increased activated users by 5%.

Documented critical flows, enabling developers to implement end-to-end tests and reduce business impact during system failures.

Postman free trial experience v1 and v2

Designed the product trial experience, collaborating with the Head of Growth, data analyst, and engineering team to increase paid conversions by 30%.

Informed critical decisions on trial period and cost management by analyzing data with the data analyst.

Prompt users to save their work

Led a project to increase activated users by 5% by encouraging users to save their work when inactive.

Collaborated with engineers, data analysts, and UX writers to deliver the project for a general audience.