

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 Creative Suite

Figma

Amplitude

Looker*

Tableau*

Development

HTML5/CSS3

Javascript/Jquery*

SQL Server*

Python*

* Elementary Proficiency

Work Experience

Builder.io

May '23 - Present

Product Designer

Worked with CEO and designed Figma AI plugin that converts design to code, and increased our general and ideal customer profile signups by 2x

Creating PRDs for up-levering Builder value offerings, improving functionality and UX, and socialising it across departments, helping close Enterprise deals faster.

Setting up component library and advocating it's usage to increase development speed and reduce UI inconsistencies across light and dark mode.

Improving product development process between product, design and dev to improve efficiency and raising quality bar of Builder experience.

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 user activation team of developer and analysts and increased user activation by 10% within 3 months.

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

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.