



Manav Madaan

Senior Product Designer

INTRODUCTION

A designer & research enthusiast with over 9 Years of cross-industry experience creating exceptional UX across domains & devices for both B2B and B2C businesses.

My current expertise lays in domains like Fintech, SAAS, Hospitality & Restaurant-Tech, entertainment and prop-Tech

CONTACT

PORTFOLIO
<https://linktr.ee/uxandmore>

EMAIL
yomana.madaan@gmail.com

PHONE
(+91) 9716588728

SOCIALS

LINKEDIN
[@hellomanav](#)

YOUTUBE
[@uxandmore](#)

INSTAGRAM
[@uxandmore](#)

“ Good design is invisible ”

EXPERIENCE

AlgoTest (YC S22) · Founding Principal Designer – Contract

JUN 2023 – MAY 2024

- Increased the signup rate from 15% to 20% by redesigning the Homepage, sign-up form and building product marketing and landing pages.
- Built 2 new products units with a 30% and 10% revenue contribution respectively.
- Bumped revenue by 1% by addressing minor design improvements over 3 months.
- Evangelised & Led GTM & marketing design.
- Introduced Design-Engineering-Product handoff and QA processes.
- Conducted research to identify personas, new product areas and improve user journeys.

Tickertape (Smallcase) · Senior Product Designer

MAY 2022 – MAR 2023

- Led the pod of four designers responsible for:
 - Stocks, Mutual Funds, Indices & ETF page
 - Equity and Mutual fund Portfolio
 - Smallcase pages and transactions
 - Stock & Mutual Fund Screener
 - Watchlist and Basket
- Established a structured design critique (Design Jams) improving cross-pod collaboration, early feedback and to minimise design debt.
- Produced in-house video series called "Figma for developers" that improved handoff, collaboration and efficiency within the design and engineering team.

Scripbox · Senior Product Designer

JUL 2021 – APR 2022

- Collaborated with founders along with product managers in building an exceptional retirement planner
- Redesigned the profile section for mobile and desktop web.

Housing · Designer & Researcher

FEB 2019 – JUL 2021

- Redesigned the Property detail pages in 9 months increasing conversion by 5%, moving the SEO ranking by a few spots and engagement by 5%.
- Worked on various growth & experimental features to increase overall user engagement by 7%.
- Performed research for Landmark based search, product detail pages, Broker partner app, price trends and neighbourhood search.

TechGig · UX Designer

SEP 2017 – FEB 2019

- Redesigned the Hackathon & Coding Challenge form that reduced the creation timer from 20 minutes to 5 minutes.
- Scaled new design system from one page to across product in 6 months.
- Evangelised and performed UX research for new products and initiatives

BookMyShow · Product designer

MAY 2017 – SEP 2017

- Contributed building the Information Architecture for the profile section of BookMyShow android and mobile web app.

Almond Solutions Pvt. Ltd · Founding UX Designer

SEP 2015 – MAR 2017

- Collaborated with the founder and engineers in building B2B and B2C products for restaurant and diner respectively.
- Built products like Table, digital menu, inventory, guest and waitlist management and POS systems.

EDUCATION

Delhi Institute of Technology & Management

B.Tech – Computer Science Engineering

SEP 2012 – JUL 2016

Mount Abu Public School (New Delhi)

CBSE 12 Boards – Science + Computers

APR 2010 – JUL 2012