Lagan Bansal

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Experience

Product Design & Growth
Retellio (Toronto)
June 2025 - Dec 2025
(Contract)

- Redesigned data-driven landing pages end to end in **React & Tailwind CSS**, tracked **user behaviour** including click/scroll/form events and **A/B-tested** hierarchy, microcopy, and CTAs to lift average session duration by **~20%**
- Designed marketing campaigns for niche user groups across LinkedIn, email, and newsletters, driving a **5x increase in SQLs**
- Created a scalable **influencer CRM** using Clay and Zapier to manage prospect sourcing, lead scoring, outreach sequences, and a reporting dashboard resulting in **8+** secured partnerships and brand exposure on a **1M+ subscriber podcast**

Product Design & Growth
Alma Care (Toronto)
Feb 2025 - June 2025
(Contract)

- Built new creative ad templates (components, type, colour); reducing **CPL by 48%** across Meta and Google paid channels
- Designed a **Notion calendar** to coordinate **Instagram, LinkedIn, and newsletter conten**t around key event dates; automated scheduling, raising on-time publishing to **95%+** and grew Instagram follower count to **10K+**
- Built a KPI tracking system in **Airtable** with **Zapier** piping in **GA4/Meta/Google Ads** and form data, replacing manual Excel workflows and cutting weekly reporting time **~4 hrs**

Product Design & Operations Lead
Hungry Goose (Milton)
July 2024 - Jan 2025

- Led the launch of a student-centred café by surveying **100+ students** to uncover unmet campus needs and dietary preferences; structured menu and pricing accordingly and achieved **$7K+ revenue** in month one
- Designed and built the **marketing website using Figma and Webflow** with a lightweight design system and automated catering request forms (Excel/Zapier), resulting in **16%** month over month traffic growth and streamlined event leads
- Created a catering program and became Laurier Milton's exclusive caterer for student and staff events; designed promotional **social, print, and digital assets in Figma**, driving **12+ bookings/semester** for catering requests

Product Design Intern
Dialogue (Montreal)
Jan 2023 - Sept 2023

- Collaborated **cross-functionally** with product managers and engineers to design new features on the Dialogue mobile application offering health and wellness services used by **50K+** global corporate organizations
- Improved the app's accessibility through iterative design based on user-feedback from **15+ organizations**
- Enriched Dialogue's content library by designing new interactive self-help workflows and mental health programs to improve member engagement which boosted revenue from subscriptions by **12%**
- Restructured design documentation and improved information discovery which reduced designer onboarding time by **25%**

Product Design Intern
WSIB Ontario (Waterloo)
Jan 2022 - April 2022

- Built a design system for web and mobile devices with **25+ reusable components**, including typography, colour, layout, and grids ensuring WCAG accessibility compliance and consistency across user experiences
- Redesigned the WSIB website's navigation and visual hierarchy to reduce the clicks needed to complete an insurance claim by **70%**, significantly enhancing the user experience for **5M+ active users**

Investment Analyst Intern
Iterative VC (Singapore)
June 2022 - Sept 2022

- Designed a comprehensive **customer relationship management** (CRM) system to help consolidate and analyze key performance indicators (product-market fit, revenue growth, and traction) for **150+ early-stage startups** across Asia
- Led due diligence efforts for **60+ startups**, encompassing market research, requirement gathering, and competitive analysis, to identify high-potential companies for Iterative's **$500K investments**

Leadership

Host & Organizer
Socratica (Waterloo)
Sept 2023 - April 2024

- Emceed and led a cross-functional team to produce the **Socratica Symposium**, owning marketing, logistics and operations for **1K+ attendees**; secured **$10K+ in sponsorship** from VCs and local businesses
- Hosted weekly in-person co-working sessions, fostering a consistent community of **60+ regular attendees**

Founder Next 36
Reccs (Toronto)
May 2023 - Sept 2023

- Designed a web app using computer vision to help beginner dancers learn choreographies through personalized feedback
- Interviewed **25+ users** including dance instructors and beginner dancers to identify pain points and **design the MVP**
- Designed and developed **interactive webpage** using Figma, HTML/CSS creating a waitlist of **50+ interested users**

Education

University of Waterloo
2019-2024

Bachelor of Applied Science, Biomedical Engineering

Courses: Interface Design, User-Centred Design Methods, Biomedical Design, Digital Systems, Human Factors in Design

Skills

Design
Design System, Prototyping, UI/UX Design, Information Architecture, Journey Mapping, Wire-framing, Branding, Illustration, CAD

Tools
Figma, GA4, Meta Ads, Canva, Photoshop, Premiere Pro, After Effects, Webflow, Whimsical, HTML/CSS, Javascript, SolidWorks