Palak Katiyar

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WORK EXPERIENCE

Postman - Product Designer   Sep 2024 - June 2025

- As lead designer for Monetisation, redesigned the cancellation flow improving data clarity and contributing to 4% churn reduction, saving $200k ARR quarterly
- Ran stats sig successful experiments for Trials team, redesigned export modal to nudge users toward collaboration, resulting in 11% team growth (12,780 teams)
- Took on product management responsibilities, scoping out and implementing improvements end-to-end. Worked on PRDs, gathered data, created dashboards and led collaboration within the Monetisation team and across other pods.

Tata 1mg - Product Design Intern   July - Sep 2024

- Led 0-1 development of a new POS system tailored for 1mg pharmacies, and later for sale to other pharmaceutical companies
- Conducted research and usability testing across 10 1mg centers. Assessed user needs and prioritized feature development, reducing transaction time by 27%., impacting 150+ 1mg pharmacies and $10B AR.

Atlassian – Product Design Intern   May - June 2023

- Received return offer for the role of Product Designer.
- Initiated the 'Fit & Finish' project to enhance Jira's user experience, creating a backlog of 100+ UI and 30+ UX refinements, setting up framework for future efforts
- Presented redesigns to senior stakeholders and collaborated with cross-functional stakeholders to prioritize features, impacting 300k+ users

CoinDCX – UX Research Consultant   July - Sep 2022

- Developed and implemented a comprehensive research and testing framework that standardized user research practices. Improved qualitative data collection
- drove a more user-centric approach informed by insights from 25+ user interviews, resulting in significant improvements for 15M+ users.

Product Design Intern   April - July 2022

- Led the Research & Evaluation for DCX Go, Prices tab, CIP and Baskets through product iterations and experimentation, including A/B testing and usability studies.
- Collaborated with teams to synthesize findings and implement enhancements, riving improvements in conversion rates, retention, and overall user adoption.

Emergency Design Council - Fellowship   June - July 2021

- Developed a digital tool to help bridge the gap between e-commerce channels and Indian craftsmen in collaboration with students from RISD and NID
- With a focus on designing for low digital literacy, conducted extensive user research with stakeholders and designed for adaptability.

PROJECTS AND PUBLICATIONS

The difference in Perception of the Quality of Photographs - Publication 🔗

- First author on quantitative study 'The difference in Perception of the Quality of Photographs Shot on an iPhone and an Android Phone', focusing on statistical analysis of branding influence using counterbalanced, within-subjects methods.
- Published in the Springer CCIS Series and presented at India HCI 2024.

Mimo - Thesis project 🔗

- As a part of my final project at IIT Bombay, I created a desk lighting solution for people with ADHD. Followed by a project for people with Panic disorders at KAIST
- Conducted studies with 6 users with ADHD - focusing on their experiences and later carrying out follow up usability studies with 4 prototypes.

PORTFOLIO

www.palakkatiyar.me

EDUCATION

IIT Bombay	8.87
Bachelor of Design	2020-24
KAIST, South Korea	Exchange
Bachelor of Science	2024
Received General Korea Scholarship	
Mother's International School	92.6%
CBSE (10+2)	2005-20

VOLUNTEER WORK

Climate Front India	Dec-June'21
Designer	
ThinkSharp	Dec-Feb'21
Graphic Designer	
Silver Lining, KAIST	Feb-June'24
Teaching Volunteer	
Umeed	Feb-June'21
Teaching Volunteer	
Asha NGO	Oct-Feb'21
Teaching Volunteer	
Aurobindo Society	Oct-Nov'18
Teaching Volunteer	

PORs

Student Representative	2020-22
Institute Sports Convener	2021-22

SKILLS

Core

User Research, Interactive product design, Interaction design, System design, Product management, Data analytics, Prototyping, Medtech Design

Tools

Figma, Adobe Creative Suite, Amplitude, Arduino, Blender, Unity, Cinema4D, SPSS, Framer, laser cutting, 3D printing

CO-CURRICULAR

Music (singing, piano)

Senior Diploma from Prayag Sangeet Samiti in 'Vocal' with first division and distinction in practical

Swimming

Competed at Delhi State level
Part of the IITB swim team