

Meghana Dhayal

Principal Product Designer

Productiv | Tailorbird | BYJU's | Microsoft
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ABOUT ME

I am a **Data Scientist** (Ex-Microsoft) turned into a Product Designer. 8 yrs of experience in leading design initiatives with data & research driven approach alongside company founders in startups.

CMS | SaaS | Service Design | Mobile App

WORK EXPERIENCE

Productiv | B2B | Principal Product Designer *Apr'24 – Aug'25*

- *Domain: SaaS & Shadow AI visibility Platform*
- Conducted extensive user research, iterative testing to build platform for renewals and collaborated closely with the founders and engineering team on every phase

Tailorbird | B2B | Lead Product Designer *Jan'23 – Mar'24*

- Conducted Designed a production manager platform for desktop and app for a construction client, end-to-end, 350 % increment in customer acquisition
- Led a team of 3 members in CMS pod, defined roadmap & vision resulting in \$0.32 billion revenue

BYJU's | B2C | Lead Product Designer *Nov'20 – Dec'22*

- *(Domain: Education)* Aligned design processes/principles & worked with business stakeholders for improving CMS interface
- Successfully implemented new features like tutor auditing, live class management, subjective homework, tutor allocation optimisation, tutor leave management system, resulting in **202%** user engagement
- Led a team of 3 members in CMS pod, defined roadmap & vision resulting in **\$0.32** billion revenue

LEAD School | B2C | Product Designer *Nov'17 – Oct'20*

- *(Domain: Education)* Conducted approx **200** user interviews, usability testing, analyzed gathered data to improve the interface for CMS & Student Mobile App.
- Prepared Distributed-yet-centralized-design system to maintain consistency among five products
- Revamped home page for Student App and validated design solution with A/B testing, resulting in **162%** increment in user engagement.

Microsoft | Data Scientist *Jul'16 – Sep'17*

- Worked in Server & Tools Division of MS for discovery and migration of on-premise applications to Windows Azure, a cloud computing platform

EDUCATION

IIT Delhi | B.Tech | 2016
Chemical Engineering (Major) &
Interaction Design (Minor)

SOFT SKILLS

Cross team collaboration, Self starter, Team management, Detail oriented, Attention to detail

USER RESEARCH

User Journey, User Flow, Information Architecture, User-centered Design, Usability Testing, User Interviews

DESIGN

Visual Design, Responsive Design Web/Mobile Design, Rapid Prototyping, Wireframing

ANALYTICS

A/B Testing, Heuristic Evaluation, Google Analytics, Moengage, Clevertap

TOOLS

Figma, Adobe XD, Sketch, Invision Miro, Notion, Jira, Webflow

EXTRA INNINGS

Completed 200 hrs long Hath-Yoga Teacher program

Done bike ride across India (Kanyakumari – Kashmir)