

Meghana Dhayal

Lead Product Designer

Liveramp | Statistfy | BYJU’s | Microsoft

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[Portfolio link](#)
[LinkedIn Profile](#)

ABOUT ME

I am a **Data Scientist** (Ex-Microsoft) turned into a Product Designer. **8 yrs** of experience in product design, leveraging data-driven research and analytics alongside with company founders

CMS | SaaS | Service Design | Mobile App

WORK EXPERIENCE

[Liveramp](#) | B2B | Lead Product Designer *Jul’ 24 – current*

- *Domain: **Marketing and Advertising***
- Own end-to-end product design and user research for a Identity Engine (enhancing campaign workflows) and billing platform (contract visibility)

[Statistfy](#) | B2B | Founding Product Designer *Jan’ 23 – Apr’ 24*

- *Domain: **Gen AI Customer Intelligence Platform***
- Architected the product experience from zero to launch, establishing a scalable design system that secured our first 10 customers and **\$136K** in revenue within six months
- Drove the product vision through user research and iterative testing, partnering directly with founders and engineering to refine and ship core features

[BYJU’s](#) | B2C | Lead Product Designer *Nov’ 20 – Dec’ 22*

- *(Domain: **Education**)* Aligned design strategy with business objectives, leading a partnership with stakeholders to streamline and enhance the CMS user experience
- Shipped high-impact features (including tutor auditing, live class management, subjective homework, tutor allocation optimisation, tutor leave management) driving a **202%** increase in user engagement
- Led a 3-member CMS pod, setting roadmap and vision that contributed to **\$320M** in revenue

[LEAD School](#) | B2C | Product Designer *Nov’ 17 – Oct’ 20*

- *(Domain: **Education**)* Led over **200** user interviews and tests, translating data into actionable design improvements for the CMS and student mobile app
- Architected a distributed-yet-centralized design system, ensuring visual and functional consistency across a suite of five products
- Revamped and A/B tested the Student App homepage, driving a **162%** increase in user engagement

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

- Worked within Microsoft’s Server & Tools Division, leading the discovery and migration of on-premise applications to the Windows Azure cloud platform

EDUCATION

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

SOFT SKILLS

Cross team collaboration,
Initiative-driven, Design team leadership, Systems thinking, 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

Mixpanel, Hotjar, Fullstory, Pendo, Snowflake, 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)