Priyal Jain

PRODUCT DESIGNER

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About Me

A Product Designer with 6+ years of experience in B2B SaaS, across HRTech, Healthcare, FinTech & Consulting. I design end-to-end, data-driven experiences that simplify complexity, boost adoption, and drive measurable business impact. Skilled in product discovery, systems thinking, data storytelling and translating insights into scalable, user-first solutions in regulated industries.

Work Experience

Senior Product Designer   Healthcare | B2B SaaS

Tendable | Start-up | Munich (Remote) | Dec 2024 - Sept 2025

- Co-led **0→1 design & UX strategy** for **NHS-compliant** healthcare tool for UK clinicians; boosted conversion by 27.7% through accessible, conversion-focused flows & exploring **Gen-AI for design automation**.
- **Led discovery & usability testing** (generative & evaluative research - interviews, UX analytics, CX workshops) with 20+ participants; translated findings into interaction logic updates that improved satisfaction by 19.5%.
- Improved **TSR by 25%** enhancing insight dashboard & **accessibility-led navigation** that met WCAG 2.1 standards.
- Built, contributed & scaled a 50+ component accessible **Figma design system**, cutting QA rework by 30%.
- Shipped **responsive production ready prototypes** unlocking 3 new markets, advocated for inclusive design & ethical AI.
- **Defined roadmap** with Product Head, & **built a competitive intelligence framework** used by the CEO & strategy teams.

Senior Product Designer   HRTech + FinTech | Consultancy

Boston Consulting Group (BCG) | India | May 2024 - Nov 2024

- **Led end-to-end** UX for two SaaS products: a FinTech solution for **personalised investment & portfolio insights** & BCG's global **Talent Strategy platform** for workforce planning; designed 60+ screens across 20+ modules.
- **Identified & integrated Generative AI** into people analytics, forecasting tool & planners, reducing consultant dependency.
- Boost mobile conversion by **21% via journey improvements & redesigns**, **interaction logics, A/B testing.**
- **Owned UX metrics;** performance & tracking, **collaborated with Product & eng.** to align design intent with tech feasibility.
- **Mentored designers, led sprint planning, cross-functional critiques** & established scalable UX standards across platforms.

UX Designer   FinTech | B2B2C

Bajaj Finserv | BFSI | India | Aug 2022 - Apr 2024

- Drove digital funnel optimisation, **increasing DXS from 6.1 → 7.4** in one quarter.
- Led **A/B experiments & rapid prototyping** across 30+ financial products with 15M+ MAU.
- Established **CSAT & NPS frameworks** for VoC and a **CX playbook** to embed analytics into ROI driven design, enabled through **cross-functional UX workshops**.
- Designed an internal dashboard to track CRM performance, campaign metrics, and overall product health in real time.
- Partnered with Martech & business teams to **map new features** to **prioritise high-impact** delivery.
- Drove **175+ data-driven optimisations** to increase conversion metrics, LTV and reduce churn.
- Ideated an AI-based credit card recommendation model, driving 20% **activation & retention with personalisation.**

Associate Product Designer   FinTech | Banking

Avalara Technologies + Northern Trust I India | Aug 2019 - Feb 2021

- Enhanced **SaaS usability through mixed-methods research** & user journey mapping for technical & non-technical users.
- Delivered 25+ UX writing specs & personas, improving onboarding clarity and compliance workflows.
- Defined **data-driven UX opportunities** across the in-house B2B product suite.
- Executed user research, **benchmarking & competitive data analysis** to identify pain points for **business - aligned designs.**

Education

- **Bachelors of Commerce (Honours) – Finance, Investment & Banking | 2016-19 | India**
  Symbiosis College of Arts & Commerce

- **Liberal Arts (Design Disciplinary) | 2016-19 | India**
  Symbiosis International University

- **Certificate in 'Basics of Programming' | 2024 | Munich**
  Ludwig-Maximilians-Universität

Proficiencies

Technical Skills

Design Audit   Product Strategy   UX Research   Prototyping   Usability Testing   Interaction Design   Design Systems   UI Design   Competitive & Heuristic Analysis   Journey Mapping   Accessibility (WCAG)   Persona Development   Data Analytics   UX Storytelling

Software & Tools

Figma   Adobe XD   Google Analytics (GA4)   Content Square   Amplitude   Maze   Miro   ClickUp   Adobe Target   Adobe Creative Suite   Zeplin   Framer   Notion   Jira

Methodologies

Agile   Stakeholder Alignment   Scrum   Cross-Functional Collaboration   B2B & B2C SaaS   Web Analytics   Design Thinking

Soft Skills
- Communication
- Collaboration & Leadership
- Problem Solving

Languages
- English (Native)
- Spanish (Elementary Proficiency)
- German (Elementary Proficiency)

Certifications
- Google UX Design Professional
- Design Thinking (IDF)

Awards & Recognition

Spotlight Award | Bajaj Finserv | 2024   For leading a high-impact, cross-functional design initiative.

Creative Young Mind | BCG Hackathon | 2024   For crafting an innovative, user-driven product concept.

Debutant Award | Bajaj Finserv | 2022   Recognised as a standout new designer.

Featured Designer | Avalara Design Edit | 2021   Profiled in Avalara's bi-weekly design blog.

Best Sustainable Product | Symbiosis | 2019   For designing an eco-conscious digital solution.

Leadership Roles

Editor-in-Chief
Avalara Editorial Team | 2022 - 23
Led an 8-member team to drive content strategy for org-wide newsletters and technical documentation.

President of Public Relations
Toastmasters International | 2019 -21
Spearheaded community engagement, hosted design thinking & networking workshops across local and regional clubs.

Volunteering Experience | 2019 -21
Volunteer at Empower Orphans, USA Member at Robin Hood Army, Pune