



Priyal Jain

PRODUCT DESIGNER

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About Me

A Product Designer with 6+ years of experience across B2B, B2C, and SaaS, spanning in Consulting, healthcare and Fintech. I design end-to-end digital solutions rooted in research, data-driven strategy, and systems thinking, with strong expertise in Experience & Service Design. I'm seeking opportunities where design drives measurable growth, user impact, and innovation at scale.

Work Experience

Senior Product Designer

Tendable | Healthtech | Munich (Remote) | Dec 2024 - Present

- Co-Led 0→1 design for mobile-first health tools, driving B2B sales by 17.7% with conversion-focused, accessible flows, within Agile squads.
- Led 20+ user interviews, remote usability tests, and field studies; improved flow completion by 25% & accessibility.
- Own CX diagnostics using VoC data, journey analytics, & CRM tools to improve accessibility & retention flows.
- Shipped localized, responsive & dev-ready prototypes for EU, CAN & ANZ, unlocking 3 new markets.
- Built scalable Figma design systems (50+ components), cutting QA rework by 30%, across mobile & web.

Senior Strategic & UX Designer

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

- Led design efforts for 2 product teams, focusing on product discovery & iterative design solutions, in talent strategy, airline mngmt, & business sectors for Germany & UK based users while being GDPR Compliance.
- Developed 60+ screens across 20+ feature modules, creating functional, result-oriented prototypes for quick production, adaptive to language translations.
- Redesigned fintech brand website, improving mobile conversion by 21% through iterative A/B-tested landing pages, SEO-driven content blocks, and CTA optimization, informing strategic CX initiatives.
- Designed Generative AI-powered solutions by identifying key opportunities like chatbot, skill generator, templatzation.

Service Designer / CX

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

- Drove digital funnel optimisation, boosting DXS from 6.1 to 7.4+ in a quarter.
- Conducted A/B experimentations & rapid prototyping on the fintech mobile app, web & web-native interfaces with 15M+ monthly users across 30+ financial products.
- Set up CSAT & NPS frameworks with KPIs to capture omni-channel Voice of Customer (VoC) feedback.
- Facilitated UX strategy workshops with stakeholders, championing experience analytics as ROI metrics through a 5-part CX playbook.
- Drove 175+ data-driven optimisations to increase conversion and reduce bounce rates.
- Ideated AI-based CC **recommendation model** to introduce personalisation & increase customer activation by 20%.
- Focused on growth related features for **B2C payment** management journey for cross platform needs.

Associate Product Designer

Avalara Technologies | Financial SaaS product | India | Feb 2021 - Aug 2022

- Drove mixed-methods research to enhance a US tax SaaS tool, improving usability for technical and non-technical users.
- Defined personas, user flows, and journey maps; facilitated usability testing and turned insights into actionable UX improvements.
- Owned 25+ UX writing components, design specs, & stakeholder reviews, leading to feature scoping & product clarity.

Product Research Analyst

Northern Trust | Financial Services | India | Aug 2019 - Feb 2021

- Executed research, journey mapping, & data analysis to identify pain points in the in-house B2B portfolio mgmt software.
- Mastering stakeholder presentations, both in creation & delivery.

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