

# MANAV MADAN

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10 years of experience designing across FinTech, Edtech, Prop-Tech and Hospitality domains with expertise in Product Design, Research, Service & System Design, Information Architecture and Strategy for Consumer-tech and B2B products.

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## Work Experience

### DESIGN EDUCATOR, UXANDMORE / 2024 → CURRENTLY WORKING

1. Build curriculums, micro-courses and mentorship programs to coach and train 50 aspiring junior designers.
2. Build content series showcasing growth path to transition into leadership roles.
3. Created content to train senior designers to transition into leadership roles.

### LEAD DESIGNER, ALGOTEST (YC S22) / 2023 → 2024

1. Improved onboarding drop-off from 90% to 70%, adding 2% monthly revenue.
2. Built four Zero-to-One products, adding 40% Monthly Recurring Revenue.
3. Led a 5 member team of designers, Engineers and Product marketing
4. Established process and workflows like Go-To-Market, QA and handoff, Instrumentation.

### SENIOR PRODUCT DESIGNER, TICKERTAPE(SMALLCASE) / 2022 → 2023

1. Built Mutual Funds portfolio, Watchlist, Basket and Events Calendar.
2. Laid the foundational flow for Loan Against Mutual Funds.
3. Lead 4 member design team overseeing Stocks, Indices, ETF and SmallCase pages, Stock Portfolio, Screener and Transactions.

### SENIOR PRODUCT DESIGNER / SCRIPBOX (YC S22) / 2021 → 2022

1. Built a Visual Retirement Planner with 1-Step onboarding for High-Income and HNIs.
2. Improved Information Architecture for Profile to scale for suitable income groups.

## **UX DESIGNER AND RESEARCHER / HOUSING.COM / 2019 → 2021**

1. Re-designed Product detail pages across the product increasing lead-conversion by 5%.
2. Worked on growth-design experiments, increasing engagement & organic traffic by 2%.
3. Evangelised & Conducted primary research for various product-led initiatives.

## **UX DESIGNER / TECHGIG (TIMES INTERNET) / 2017 → 2019**

1. Implemented a new design system across 12 products in 6 months.
2. Conducted User interviews & usability testing contributing to Product roadmap.
3. Reduced Task Completion time by *from 20 minutes to 10 minutes* via Information Architecture restructuring.

## **FOUNDING DESIGNER / ALMOND SOLUTIONS PVT. LTD. / 2015 → 2017**

1. Build a vertically-integrated restaurant management ecosystem of tools like Waitlist Management, QR menu, payment collection and inventory for restaurants

## **EDUCATION**

### **B.TECH / COMPUTER SCIENCE ENGINEERING / 2012 → 2016**

Delhi Institute of Technology and Management