SAHANA SRIVATSAN

SENIOR PRODUCT DESIGNER

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Senior product designer with 6+ years leading end-to-end UX for enterprise SaaS products at Intuit/Mailchimp and Deloitte, shipping user-validated experiences across analytics, CRM, and AI-powered features. Skilled in research-driven design, systems thinking, and AI-assisted prototyping.

EXPERIENCE

Senior Product Designer | Intuit / Mailchimp | *Oct 2021 – July 2026* | *New York City, NY*

Owned end-to-end design for Mailchimp's analytics, reporting, and CRM experiences, partnering with product, engineering, and data science from discovery through launch.

- Led design for WhatsApp reporting, Mailchimp's first new marketing channel in years, giving marketers campaign performance and ROI visibility across a platform with 3B+ monthly active users. Early adoption drove a $300 increase in monthly recurring revenue in the first week.
- Led design for migrating ~4,700 users off a duplicate legacy reporting tool onto the company's primary product, protecting $2.2M in monthly recurring revenue, contributing $3M in infrastructure savings, and cutting negative customer feedback 69% after launch.
- Led design for bot-filtering across engagement reports so click and open metrics reflect real human activity instead of bot traffic, reducing complaints about inflated metrics and lifting customer satisfaction from 47% to 75%.
- Designed a revenue attribution feature connecting marketing campaigns to actual sales outcomes across integrated e-commerce and booking platforms, closing a key competitive gap in the marketing analytics space.
- Worked cross-functionally with data science to redesign the Mailchimp customer profile experience around predictive insights, such as purchase likelihood and customer lifetime value, informing both machine-learning and manual approaches to customer segmentation.
- Shipped several ground-up CRM features, including the product's first AI-powered feature, AI-generated draft responses, native video calling, and contact organization tools, shaping the company's broader customer-relationship strategy.

Product Designer | Deloitte | *Oct 2020 – Oct 2021* | *Seattle, WA*

Designed end-to-end data and workflow experiences for enterprise clients across aerospace, pharmaceutical, and professional services engagements.

- Designed a role-based analytics dashboard for a global alcohol company, surfacing the data and insights most relevant to each executive's function.
- Supported a client pitch that won $450K in additional Deloitte business through user-driven dashboard design.
- Designed an end-to-end workflow visualization tool for an aerospace client, giving warehouse teams real-time visibility into how parts moved through the hangar and where bottlenecks were occurring.
- Served as sole designer on an end-to-end customer-facing product experience for a pharmaceutical company undergoing a digital revamp, across mobile and web.

Product Design Intern | Mailchimp| *Jan 2020 – Apr 2020* | *Atlanta, GA*

- Shaped information architecture for Mailchimp's beta website builder, ran unmoderated usability tests via UserTesting.com, and designed/evaluated UI options across mobile and tablet breakpoints.

UX Design Intern | The Home Depot | *May 2018 – Dec 2019* | *Atlanta, GA*

Designed enterprise in-store software for associates, supporting a transition off a legacy platform through in-store research and prototyping.

- Conducted in-store user research, produced prototypes and wireframes across the design process, and partnered with engineering to carry validated designs through to production.

EDUCATION

Master of Industrial Design | Georgia Institute of Technology | *Aug 2017 – May 2020*

B.A. International Affairs | University of Georgia — Minors: Studio Art & Ecology| *Aug 2012 – May 2016*

SKILLS

Design & Research: UX Design, User Research, Usability Testing, A/B Testing, Journey Mapping, Storyboarding, Affinity Mapping, Heuristic Evaluation, Data Visualization, Accessibility

Tools: Figma, Framer, Sketch, Adobe XD, Adobe Creative Cloud, InVision, Axure, Power BI, Tableau, Mural, Qualtrics, SurveyMonkey

AI Prototyping: Claude, Cursor, Figma Make, ChatGPT