

PALLAVI NAYAK

Product Designer — B2B SaaS | Consumer Health-Tech | Design Systems

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PROFILE

Product Designer with 4+ years designing B2B SaaS platforms and consumer-facing health-tech products, specializing in turning complex operational workflows into intuitive, scalable systems. I own the full design lifecycle — research, IA, interaction design, and design systems — and partner closely with product and engineering to ship features that move the metrics that matter: conversion, turnaround time, retention, and operational efficiency at scale.

WORK EXPERIENCE

Product Designer — PharmEasy (Thyrocare)

Jun 2024 – Present | Bengaluru

- Own end-to-end product design across Thyrocare's B2B and B2C diagnostics ecosystem, partnering directly with product managers and engineers from discovery through shipped release.
- Redesigned the core booking landing page, sustaining a **7.77%–8.88% weekly conversion rate** with **11K–17K weekly visits** and **983–1,339 weekly orders** at a ₹2,255–₹2,381 AOV.
- Led design for Helix, a lab operations platform that cut sample import time by **25 minutes**, contributing to a **1-hour reduction in overall turnaround time (TAT)** — this year's team OKR — with 60–70% of labs now importing within 30 minutes.
- Reduced customer-facing turnaround time by **23% (B2C)** and **26.7% (B2B manual handling)**, reaching **99.1% TAT prediction accuracy** across touchpoints.
- Designed the Health Trends feature, turning raw test results into a longitudinal health narrative — driving a **7% higher retest rate**, a **250+ increase in daily D2C orders**, and **₹50K+ in additional weekly revenue**.
- Revamped franchise microsites into a scalable lead-generation engine, growing from ~100 to **1,332 microsites** and driving **₹1L+ in monthly revenue** (validated via A/B test, +6.56% over prior design).
- Streamlined the B2B order-entry (WOE) flow, cutting the process from 32 to **26 clicks**, and reduced B2B workflow clicks by **30% overall** across internal lab, phlebotomist, and admin tools — replacing legacy, offline-register-based processes.
- Shipped an order-status and TAT tracking widget adopted by **~20K B2C users weekly**, cutting support tickets by **10%**.
- Contributed to the org-wide design system, ensuring visual and interaction consistency across B2B and B2C platforms.

User Experience Designer — NetBramha Studios

Sep 2022 – Jun 2024 | Bengaluru

- Restructured a **B2B SaaS platform**, redesigning customer loyalty management flows to improve usability and adoption.
- Designed an admin portal for a global wealth management client, optimizing operational workflows while maintaining **99% system reliability**.
- Led redesigns across EdTech and InsurTech platforms, improving scalability and decision-making speed for end users.
- Improved cross-functional design-to-dev handoff processes, boosting cross-team collaboration efficiency by **30%**.

User Experience Designer — Redd (acquired by NetBramha Studios)

May 2022 – Sep 2022 | Bengaluru

- Designed intuitive Web3 applications and wallets, integrating blockchain functionality into secure, user-friendly experiences.
- Contributed to a product rebrand and refined marketing collateral, improving product visibility ahead of the Web3 relaunch.

Sr. Content Designer — Half Eaten Donut Pvt. Ltd.

Feb 2021 – Apr 2022 | Bengaluru

- Developed content and copy for social media and print design across a portfolio of 10+ clients, maintaining a **~50% client return rate** through strong client relationships.

SKILLS

Design: User Research, Product Strategy Discussions, Competitive & Heuristic Analysis, Information Architecture, Wireframing, Interaction Design & Prototyping, Visual Design & Animation, Accessible Design, Usability Testing, Content Strategy & UX Writing, Design Systems, Ethical Design

Collaboration: Cross-Functional Collaboration with Product & Engineering, Basic HTML & CSS

Tools: Figma, Adobe Suite, ChatGPT, DALL-E & other AI design tools

AI-Augmented Workflow: AI-Assisted Design Research & Ideation, Prompt Engineering for Design/Content Workflows, AI-Powered Prototyping & Content Generation, Evaluating AI Tools for Product Design Use Cases

EDUCATION & ACCOMPLISHMENTS

- Bachelor of Architecture — Pune University (Savitribai Phule Pune University), 2020
- Paris Design Award — Aug 2024
- Best Performer of the Quarter — Oct-Dec 2024