

Meenakshi Agarwal

Product Designer

I am a detail-oriented Product Designer with nearly 3 years of experience in crafting intuitive and scalable experiences for B2B SaaS products. Adept at transforming intricate workflows into user-friendly solutions, I thrive on solving design challenges that enhance productivity and decision-making. Additionally, my internships in B2C design allowed me to create delightful, engaging experiences that prioritize user satisfaction.

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🐦 @https://x.com/meenakshispeaks?s=11

WORK EXPERIENCE

Product Designer Asper.ai (Fractal.ai)

10/2022 - Present

Bengaluru

Roles & Responsibilities

- Reduced report creation time by 89% through minimizing manual effort and enhancing the user experience.
- To provide users with a personalized experience for conducting and tracking analyses, we developed a dedicated space featuring project capabilities.
- Developed the New Product Forecasting feature from inception to completion by conducting user interviews and creating high-fidelity designs.
- Initiated and implemented a support system, achieving 85% user satisfaction and prompt query resolution.
- Led the design of creating comments and notes feature, resulting in a 50% increase in tool engagement.
- Collaborated on the design efforts to create GenAI for demand planners within DDAI, addressing their specific use case.
- Played a key role in enhancing Asper's design system, streamlining UI components.

Product Design Intern Airblack.co

04/2022 - 06/2022

Gurugram

Roles & Responsibilities

- Led the end-to-end design of the in-app NPS rating feature for course experiences.
- Developed a rating system to assess user satisfaction with course coaches and mentors.
- Conducted over 50 user interviews to identify pain points, leading to an 80% improvement in the app's feedback system.

Product Design Intern Quizizz

06/2021 - 12/2021

Bengaluru

Roles & Responsibilities

- Performed user research to uncover key pain points, aiding in the prioritization of features in the development pipeline.
- Led the redesign of the 'Library' section on the dashboard, resulting in increased engagement and user satisfaction.
- Implemented various design improvements and conducted user interviews, leading to enhanced user experience.

Product Design Freelancer Essentially Sports

12/2022 - 03/2023

SKILLS

Figma

Adobe Suites

Framer (No code tool)

Wireframing

Prototyping

Ant Design System

Design System

Data Visualisation

User Research

Atomic Design principles

Design Handoff

Visual Design

User Flows

Responsive Design

Product Thinking

User Testing

Collaboration

Feature Prioritization

Material and iOS design guidelines

Lookback.io

Atlassian

Mixpanel

Google Analytics

Component-based Thinking

Accessability

System Thinking

Stakeholder Management

Storytelling

ARTICLES & PUBLICATIONS

Case study: Enhancing the digital experience of pet adoption [↗](#)

Published in Bootcamp

UX Case study: Enhancing online food ordering experience with schedule and subscription feature [↗](#)

Published in Bootcamp

How The Story of Rani Ignited My Thought Process About Education System? [↗](#)

Why Do We Wait For The Perfect Moment? [↗](#)

CERTIFICATES

UX Design Masterclass (03/2021 - 04/2021)

INTERESTS

Mandala Art

Writing Short Stories

Charcoal & Pencil Sketching

Dot Mandala

Book Reading & Journal

Cooking

Badminton

Tie & Dye

Gym