

KEJAL JAIN

Product Designer | UX/UI Designer | UX Researcher

Mumbai, Maharashtra, India

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LinkedIn | Behance | Portfolio Website

Professional Summary

Product Designer with 3+ years of experience in end-to-end product design for SaaS platforms, fintech products, and consumer-facing digital applications across web and mobile platforms.

Skilled in **UX Research, Interaction Design, Wireframing, Prototyping, Usability Testing, Accessibility**, and **Design Systems** with experience delivering scalable and user-centered digital experiences. Experienced in cross-functional collaboration with product managers, developers, QA teams, and stakeholders to improve usability, engagement, scalability, and business outcomes.

Core Skills

Product Design:

Product Strategy, User-Centered Design, Interaction Design, Responsive Design, Mobile App Design, Dashboard Design

Research & Strategy:

User Interviews, Qualitative Research, Competitive Analysis, Journey Mapping, Information Architecture, Research Synthesis

Execution:

Wireframing, Prototyping, Design Systems, Component Libraries, Developer Handoff, Design QA

Tools:

Figma, FigJam, Miro, Jira, Confluence, Slack, Adobe XD, Photoshop

AI Tools:

ChatGPT, Gemini, Perplexity, Claude, Figma Make, Miro AI, Lovable, Stitch, Cursor

Professional Experience

Freelance Product Designer

Mumbai, India

Oct 2024 – Present

- Designed user-centered web and mobile experiences for **4+ startups** across SaaS platforms and consumer products.
- Conducted UX research, usability testing, wireframing, prototyping, and interaction design using Figma to improve workflow efficiency and user experience.
- Delivered **4+ end-to-end UX case studies** covering research, usability testing, accessibility improvements, and visual design.
- Utilized AI-assisted design workflows using ChatGPT, Claude, Perplexity, and Lovable for UX ideation, research synthesis, and content exploration.
- Collaborated with developers during implementation and developer handoff processes to improve design consistency and reduce usability gaps.

Product Designer — Nuclei

Mumbai, India

Apr 2023 – Jun 2024

- Redesigned onboarding workflows contributing to **250+ monthly user sign-ups** and improved onboarding engagement.
- Designed invoice workflows generating **130+ monthly sales quotes** through workflow optimization and improved usability.
- Designed workflows and user experiences for enterprise fintech applications and SaaS platforms.
- Conducted stakeholder interviews and market research to improve SaaS usability and customer experience.
- Applied accessibility and usability best practices to improve responsive interfaces and interaction consistency.
- Collaborated with developers and product teams to improve implementation consistency and design system alignment.

Associate Product Designer — Parentinc

Mumbai, India

Jun 2022 – Mar 2023

- Conducted **15+ qualitative user interviews** to identify usability pain points and improve user experience.
- Redesigned tracker workflows increasing **click-through rates by 2–5%** through interaction improvements.
- Developed wireframes, task flows, user flows, and interactive prototypes for mobile-first experiences.
- Reduced implementation issues by **30%** through developer collaboration and design QA support.
- Improved usability contributing to a **20% increase in user satisfaction** across product experiences.

UI UX Design Intern — Creative Consulting Group

Mumbai, India

Jan 2022 – May 2022

- Designed wireframes, user flows, UI concepts, and responsive interfaces for web and mobile applications.
- Conducted competitor analysis and user research to support UX decisions and product improvements.
- Contributed to a **25% increase in project approvals** through improved UI proposals and visual communication.
- Assisted in usability improvements, interaction design, and developer handoff documentation.

Previous Design Experience

Interior Designer — Various Firms

Mumbai, India

2012 – 2020

- Designed customer-centric residential and commercial spaces focused on usability, layout optimization, and visual communication.
- Applied human-centered problem-solving and spatial thinking principles into digital product design.
- Collaborated with clients, contractors, and vendors on end-to-end project execution and stakeholder communication.

Selected UX Projects

- **FinTech Invoice Workflow Redesign** — Improved invoice upload usability, workflow efficiency, and onboarding experience.
- **SaaS Onboarding Experience** — Redesigned onboarding journey to improve activation, usability, and reduce friction.
- **Habit Building Mobile App** — Conducted UX research, usability testing, and interaction design to improve engagement and retention.

Education

Certified UX/UI Design Program — Designerrs Lab, Mumbai

2021

Bachelor of Commerce (B.Com) — University of Mumbai

2008 – 2013

Diploma in Interior Design — Rachna Sansad School of Design

2010 – 2012