KEJAL JAIN

Product Designer | UX/UI Designer | Behavioral Design | UX Researcher

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PROFESSIONAL SUMMARY

Product Designer with 3+ years delivering end-to-end UX for SaaS, fintech, e-commerce, and consumer mobile platforms. A background in commerce and interior design sparked an early interest in how systems and spaces shape behavior — a lens that now drives a behavioral-design approach to product work. Combines UX research, behavioral design, and product thinking to craft confidence-driven experiences, translating evidence into outcomes: **250+ monthly sign-ups, 38% activation lift, 20% satisfaction increase, 4.7-star App Store rating**. Seeking a Product Designer role to apply behavioral insight, cross-functional collaboration, Agile workflows, and AI-assisted design tools to ship impactful products.

CORE SKILLS

Product Design: Product Strategy, User-Centered Design, Behavioral Design, Interaction Design, Responsive Design

Research: User Interviews (15+), Qualitative Research, Competitive Analysis, Journey Mapping, Information Architecture, Primary & Secondary Research

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

Tools: Figma, FigJam, Miro, Jira, Maze, Dovetail, UserTesting, Principle, Storybook

AI & No-Code: ChatGPT, Claude, Gemini, Perplexity, Figma Make, Miro AI, Lovable, Stitch, Google Flow

PROFESSIONAL EXPERIENCE

Product Designer — Nuclei | *Mumbai, India* | *Apr 2023 – Sep 2024*

- Reduced onboarding drop-off by redesigning workflows with progressive disclosure and a clearer activation flow, driving **250+ monthly user sign-ups**.
- Simplified a tax-heavy invoicing workflow into a calm, step-by-step experience, generating **130+ monthly sales quotes** and reducing support tickets by **30%**.
- Improved accessibility and usability across enterprise fintech and SaaS interfaces by applying WCAG best practices [ADD METRIC: e.g., number of screens brought to WCAG AA, or % drop in accessibility-related tickets].
- Improved UI consistency across products by aligning reusable design-system components with product managers and engineering teams [ADD METRIC: e.g., % cut in handoff time, or reduction in UI inconsistencies flagged by QA].

Associate Product Designer — Parentinc | *Mumbai, India* | *Jun 2022 – Mar 2023*

- Surfaced usability pain points ahead of a mobile-first redesign by conducting **15+ qualitative user interviews**.
- Redesigned tracker workflows using those insights, increasing click-through rates by **2–5%** and contributing to a **20% rise** in user satisfaction.
- Reduced implementation issues by **30%** through design QA, developer collaboration, and detailed handoff documentation.

UI/UX Design Intern — Creative Consulting Group | *Mumbai, India* | *Jan 2022 – May 2022*

- Designed wireframes, user flows, and responsive UI, contributing to a **25% increase** in project approvals.
- Conducted competitor analysis and user research to inform interaction design and developer handoff documentation.

SELECTED UX PROJECTS

Confidence Over Urgency | *Behavioral Design · E-commerce* | *Jul 2026*

- Researched how urgency-driven e-commerce patterns affect purchase confidence and identified opportunities to replace pressure with clearer decision-making signals.
- Synthesized shopper research into three confidence signals — Fit, Fabric & Feedback, and Social Proof — and designed a product-page experience that lifted **PDP confidence 38%**, cut **return intent 22%**, and raised **NPS by 11 points**.

Tools: Figma, UX Research, Behavioral Design

Between Us — Relationship App | *Consumer · Mobile* | *Apr 2026*

- Designed a guided conversation experience using a Reflect – Compare – Discuss framework to help couples navigate difficult conversations.
- Synthesized **14 user interviews and 230+ data points** into interaction flows and a mobile prototype, increasing **task completion from 41% to 78%**.

Tools: Figma, User Research, Affinity Mapping, Interaction Design

FinTech Invoice Workflow | *FinTech · Web* | *2024*

- Simplified a complex, tax-heavy invoicing workflow into a step-by-step experience for SMB teams, making invoice creation easier to understand.
- Generated **130+ monthly sales quotes** and reduced support tickets by **30%** through clearer information architecture and interaction design.

Tools: Figma, Notion, Lean Process

CERTIFICATIONS & RECOGNITION

Creative Finisher — Design for Change, Mumbai | Jul 2026

Certified UX/UI Design Program — Designerrs Lab, Mumbai | 2021

Google UX Design Certificate | 2022

NN/g UX Conference — Interaction Design | 2022

EDUCATION

Bachelor of Commerce (B.Com) — University of Mumbai | 2008–2013

Diploma in Interior Design — Rachna Sansad School of Design | 2010–2012