

Riya Jawandhiya

Product designer | Growth, AI experiences & complex systems

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I design the moments that help people move forward, from a merchant's first campaign to an AI answer they can review and trust. My work connects research, product strategy, and the details of an interface.

01 / Experience

Flipkart

Product Designer | Apr 2026 - Present

- Designing referral journeys for delivery agents, applicants, and hub managers.
- Working on cash-allocation and settlement handoffs, with traceable records and clearer mobile workflows.

PushOwl by Brevo

Product Designer & Manager | Oct 2023 - Apr 2026

- Redesigned trials around store size and merchant needs. Reported outcomes for tested cohorts: 35% revenue lift and 15% higher trial-to-paid conversion.
- Designed AI-assisted campaign workflows across querying, creation, and targeting, with merchant review and editing built into the experience.
- Connected onboarding experiments, product instrumentation, and reporting to help the team evaluate what worked.

Order-aware trials / AI campaign workflows

Branch

Product Designer | Feb 2022 - Oct 2023

- Redesigned self-serve link creation and attribution journeys. Reported 22% lower 90-day churn on affected flows.
- Built a versioned design system with tokens, 60+ components, and documentation.
- Designed QR-code creation, tracking, and analytics for enterprise workflows.

Self-serve attribution / Design system

Apna

Product Design Intern | Sep 2021 - Feb 2022

- Researched job-seeker needs and designed improvements to search and application journeys.
- Owned responsive patterns for the job-search PWA.

02 / Skills

Design: User research, interaction design, information architecture, design systems, Figma, prototyping

AI & experimentation: LLM product design, prompting & evals, A/B testing, SQL, PostHog, Mixpanel

Technical: HTML, CSS, JavaScript, React basics, Python, Git, REST APIs

03 / Education

B.Tech, Computer Science | 2018 - 2022

Medi-Caps University | 8.4 CGPA

04 / Independent work

Bhava An AI diagramming tool, from a conversation to an editable diagram.

Product Patterns A library of real UX patterns and the decisions behind them.