Riya Jawandhiya

Senior Product Designer · **AI & B2B SaaS** · 4+ years

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EXPERIENCE

Product Designer & Manager

Oct 2023 – Present

PushOwl by Brevo — *E-commerce notifications platform* Case Study ↗

- Led end-to-end design of AI Campaign Generator, driving **+35% Email/SMS revenue**
- Simplified onboarding with AI-based personalization; **+23% setup completion** via A/B testing
- Designed reusable UX experimentation framework unifying onboarding tests, data instrumentation, and reporting across channels
- Shipped internal SQL-GPT tool to accelerate team workflows; tracked adoption and time-saved

Product Designer

Feb 2022 – Oct 2023

Branch — *Deep linking & attribution platform* Case Study ↗

- Built versioned design system with tokens, 60+ components, and docs; **–40% eng Q&A**
- Redesigned Unified Link flow through user research and usability testing; **–22% 90-day churn** for enterprise customers
- Reworked self-serve monetization onboarding analyzing behavior and friction; **+15% revenue**
- Sole designer for QR code generator used by major enterprise clients — designed campaign creation, tracking, and analytics

Product Design Intern

Sep 2021 – Feb 2022

Apna — *India's largest blue-collar professional network*

- Led first user research for job-seeker flows; **+12% application rate**
- Owned Job Search experience and PWA design, contributing to **1Cr+ downloads** milestone

SKILLS & TOOLS

AI & Data

LLM product design (prompting, evals, guardrails), A/B testing, SQL, PostHog, Mixpanel, event schemas

Design

Figma, design systems, prototyping (Principle, ProtoPie), Paper, Rive, Jitter, user research, information architecture

Technical

HTML / CSS / JS, React basics, Python for data analysis, Git, REST APIs

EDUCATION

B.Tech, Computer Science 2018 – 2022

Medi-Caps University · 8.4 CGPA

SIDE PROJECTS

Bhava.app #5 Product of the Day

AI diagramming tool — conversational AI interface and prompt eval framework. 2,000+ users. View ↗

Pattern Generator Figma Plugin

Seamless vector pattern generator loved by 115+ community users. View ↗

Google UX Design Certificate · IDF: Design Thinking · User Research · IA · 25+ articles on Medium

Open to relocation with visa sponsorship