Meghna Balachandran

Product Designer with 5 years of experience using data driven approaches to solve real world problems by designing products for people across geographies

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Portfolio

LinkedIn Profile

Experience

Associate UX Designer (contract) - Indeed

October 2022 - Present, Seattle, WA

- Designed an end-to-end job template experience to enable SMB and Enterprise employers to post jobs quickly and efficiently for Indeed's Jobs Growth team.
- Streamlined the job posting flow on mobile and desktop by collaborating with adjacent teams and redesigning the employer preferences page to increase task completion rate.

UX Design Intern - Indeed

June 2022 - September 2022, Seattle, WA

- Designed a desktop + mobile experience that encourages employers to improve the quality of their job posts for Indeed's SMB Jobs Growth team by collaborating with cross-functional partners. This increased user engagement by 10% and impacted over 80% of jobs on Indeed.

Designer - Seequence Clothing Company

May 2020 - August 2021, Bangalore, India.

- Established this B2B startup's digital presence through research, branding, content creation, product design, and website design as the only designer on the team. This increased Q/Q profit by 15%.

Urban Design Associate - Jana Urban Space

October 2019 - April 2020, Bangalore, India.

- Designed 3 major pedestrian-friendly roadways and public spaces for the Smart City projects in Bangalore using spatial data and field research.

Junior Architect - Nivasa NGO

January 2018 - April 2019, Bangalore, India.

- Improved the early education experience for children in rural North Karnataka by prototyping 2 district-level kindergartens.
- Impacted over 18 families by designing two cost-effective housing projects for low-income groups in Chikkaballapur district, Karnataka.

Relevant Projects

Product Designer - Gabrielle Family Vision Clinic

January 2023 - Present, Seattle, WA.

Improving the holistic experience of children in vision therapy by studying their end-to-end journey and using co-design approaches to gamify therapy techniques.

UX Designer - Haggard Childcare Resources

April 2022- June 2022, Seattle, WA.

Created the information architecture, design system, brand identity, and website for a group of Montessori schools using methods of user centered web design.

Product Designer - Mily App

September 2021 - December 2021, Seattle, WA.

Researched, designed, prototyped, and tested a mobile application that addressed the discomfort that women faced in the gym spaces at the University of Washington.

Education

University of Washington, Seattle

2021 - 2023

Master of Science in Human Centered Design & Engineering
CGPA - 3.97/4.00

B.M.S College of Engineering, Bangalore

2012 - 2017

Bachelor of Architecture
CGPA - 8.36/10.00.

Skills

Design

Sketching, Ideation, Storyboarding, Journey Mapping, Information Architecture, Wireframing, Prototyping, UI Design, UX Design, Interaction Design, 3D Modeling, Visual Design, Data Visualization, Service Design, Illustration, Branding

Research

Surveys, Interviews, Focus Group Discussions, Contextual Inquiry, Card Sorting, Usability Testing, Qualitative Coding, Affinity Mapping

Tools

Figma, XD, Photoshop, Illustrator, InDesign, Miro, Notion, Tableau, Optimal Workshop, JavaScript (basic)