

Meera Iyer

Product Designer

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meeraiyer.design

PROFILE

Product designer who blends research, systems thinking and craft. Seven years shaping fintech and consumer apps from first sketch to shipped pixels, with a soft spot for accessible, joyful interfaces.

EXPERIENCE

Lead Product Designer

2021 — Present

Lumen & Vale Studio, Mumbai

- Lead a team of five designers across web and mobile for three client products.
- Built the studio design system: 140 components, adopted by every new project.
- Redesigned an onboarding flow that raised completion from 54% to 78%.

Product Designer

2018 — 2021

Copperline Finance, Mumbai

- Designed the savings and goals experience for a personal-finance app.
- Ran 60+ usability sessions in Hindi, Marathi and English.
- Shipped dark mode and accessibility fixes that met WCAG AA.

Visual Designer

2016 — 2018

Marigold Design Co., Pune

- Created brand identities and packaging for 20+ small businesses.
 - Art-directed photo shoots and campaign layouts.
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EDUCATION

B.Des, Communication Design

2012 — 2016

Konkan School of Design Graduated with distinction

SKILLS

Interaction design Design systems User research Prototyping
Visual design Workshop facilitation

TOOLS

Figma Framer Adobe Illustrator Protopie Notion Miro

LANGUAGES

English Tamil Hindi Marathi