

Meera Iyer

Product Designer

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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 · Lumen & Vale Studio, Mumbai 2021 — Present

- 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 · Copperline Finance, Mumbai 2018 — 2021

- 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 · Marigold Design Co., Pune 2016 — 2018

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

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