

# Meera Iyer

## Product Designer

+91 98200 11223 /// meera.iyer@email.com /// Mumbai, India /// [linkedin.com/in/meeraiyer](https://www.linkedin.com/in/meeraiyer) /// [meeraiyer.design](https://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.

### 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

### AWARDS

- Shortlisted, National Student Design Awards 2016

### INTERESTS

Ceramics

Street photography

Carnatic music