Anumeha Jain

Product Designer

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SUMMARY

Product Designer with **2+ years of experience** designing B2B SaaS, AI-powered, and EdTech products. Owns product design end to end, from discovery to delivery, with a focus on user activation, adoption, and usability. At viaSocket, redesigned the full workflow creation experience, from the first idea to a running automation, getting **70%** of new signups building a workflow and driving **60%** AI feature adoption.

EXPERIENCE

Founding Product Designer Oct 2025 - Sep 2026
Walkover (viaSocket)

- Owned the workflow canvas revamp to improve new-user activation by guiding first-time users through every step of the build, which drove **40-50%** of new signups to take their first workflow live.
- Redesigned the post-signup landing experience into a dedicated home page that reduced early drop-off, which led **70%** of new signups to start building a workflow.
- Repositioned viaSocket's AI workflow builder as the primary way to start automating, improving its discoverability and prompt-to-workflow experience, and drove **60% feature adoption** among new users.
- Designed workflow health indicators that surfaced failing and at-risk workflows from existing product data, reducing the most common fixes to a single click.
- Led design across the full process, synthesising **500+** session recordings and **25+** user interviews into design decisions and partnering with the founder and engineers through iteration and handoff.

UX Researcher Jun 2024 - Jun 2025
UDot

- Led **15+** field studies in inclusive schools that defined the target users and shaped product direction, with insights informing **90%** of early product hypotheses.
- Redesigned how tactile learning content was structured for visually impaired students, creating a modular framework that simplified self-paced learning and increased engagement and concept retention by **50%**.
- Designed and validated two assistive interactions, blinking pins and audio labels, that helped students find content on the device **2x** faster.
- Translated user insights into feature requirements and priorities across **10+** working sessions with engineers, keeping the product roadmap grounded in real classroom needs.

Associate UX Researcher Feb 2024 - Jun 2024
ColReTech

- Led foundational research on career exploration across three student cohorts, running **10+** user interviews and concept tests, and turned the insights into low-fidelity wireframes that shaped product direction.

UI/UX Design Intern Apr 2023 - Sep 2023
Fountane Inc

- Redesigned the information architecture of a hotel management system and designed core screens like global search and room booking views, making front-desk workflows faster to navigate.

SKILLS

Design:	UI/UX design, interaction design, visual design, responsive design, user flows and journey mapping, wireframing, information architecture, design systems, product strategy, developer handoff, cross-functional collaboration
Research:	User interviews, usability testing, field studies, concept testing, A/B testing, exploratory research, ethnographic research
AI and prototyping:	Prototyping, AI-assisted design and prototyping, coded prototypes with Claude Code and Codex, shipping UI changes through GitHub
Tools:	Figma, FigJam, Claude Code, Codex, GitHub, PostHog, Hotjar

EDUCATION

B.Tech, Computer Science | S.K.I.T.M, Indore Aug 2019 - May 2023