MEENU M PILLAI
Sr. Product Designer

meenuportfolio.com
uxmeenu@gmail.com
+91 8884966625
linkedin

EXPERIENCE

Nov 2024 - Dec 2024
Anglia Service Ltd, UK (Remote)
Sr. Product Designer

Full stack designer for Conversational AI to Understand Carer Requirements and Facilitate Recruitment.
- **Led a team of 4 members**, reporting directly to the founders.
- The chat-based client interaction app for B2B & B2C clients received strong reception and aligned seamlessly with the cultural values of the UK.

Generative AI, UI

Sept 2024 - Oct 2024
Aryabhatta Motors
Sr. Product Designer

AI based Electric Scooter Integration app (D2C)
- Collaborated closely with the Founder & CTO to establish a fully digital help centre, eliminating paper usage by replacing physical manuals with digital solutions, improving efficiency.

Data Visualisation, Track & Trace, Generative AI, Alerts & Notifications

July 2021 - Oct 2024
Zeuron.ai
Sr. Product Designer

- Developed patented health tech products for a patient management system, raising 30 million in funding.
- **Led a 20-member cross-functional team,** creating 150+ features across 3 teams, driving product innovation and securing over 20 industry awards for technology and user experience.
- **Onboarded 700 physiotherapists for UX research**, conducting platform tests with more than 5,000 individuals.

User Research, UX Design, UI, Visual Design, Predictive Modelling, Data Visualisation, Enterprise app, Augmented Reality, Consumer App, Console App, Track & Trace, Analytics Design, Gamification, Standards & Regulatory

Jan 2020 - July 2021
Squids Innovation Design
Product Designer
Design consultancy for startups.

- **Collaborated with 5 startup clients across the US and India,** delivering tailored design solutions that drove a 40% increase in business growth.
- Published 12 books on social-emotional learning and child safety, impacting over 500,000 young readers.
- Secured 3.5 million in government funding, enabling the wide distribution of educational materials to underserved communities.

Mar 2019 - Dec 2019
Texport Syndicate Pvt Ltd
Chief Product Designer & Strategist

Product for military and high standard based safety equipment
Standards & Regulatory, Agile Project Management

Jan 2018 - Feb 2019
Wildcraft Pvt Ltd
Product Designer

Military Products, Travel Gear, Hiking Gear
Retail, Agile Project Management

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MILITARY PROJECTS

DRDO - Bangalore

Team member - Exoskeleton for Military (Worked with group of DRDO Scientist)

MENTORING

Visiting Faculty

NIFT | Dayanada Sagar University | VIT | SNIT Coimbatore
UX Design - Mobile app design to prototyping, Design Thinking,

Startup Mentor

IIIT Bangalore, Sidhaganga University, Tumkur
Product Design to Prototype, User Experience Principles.

SKILLS

User Experience Research

User Centred Design (UCD), Usability Testing, User Journey Maps and Information Architecture, Experience with design systems and UX frameworks

UX Design

User-Centred Design (UCD), Accessibility standards knowledge (WCAG)
Data Visualisation, Track & Trace, AI/ML, Analytics, Health Tech Research, D2C, B2B, Enterprise app, Gamification

UI Design

Plotly (Data visualisation), Prototyping & Wire framing, Interaction Design
Visual Design Principles, Responsive Design, Augmented Reality (AR), Figma, XD, Miro, Sketch. Basic HTML, CSS, JavaScript knowledge

EDUCATION

July 2014 - Dec 2017
National Institute of Design (NID)
Master of Design (Specialization in Industrial Design)

Jan 2007 - Jan 2011
Anna University
Bachelor of Technology (Specialization Textile Technology)

CERTIFICATION

MIT - Xpro
AR & VR Design Certification

California Institute of the Arts
Visual Elements of User Interface Design

Google Certification
UX Design, Product Management

AWARDS

Zeuron.ai
- **XR for Startups** (MeITY & IITD) – Semi Finalist 2023 | Rs. 50,000.00
- **Innovation in Technology**, NIRMAAN Accelerator, IITK – Top 4 | Rs. 2,50,000.00
- **ASEAN-India Tech Start-up** – Runner Up 2022 | Rs. 1,75,000
- **Innovation in Health**, Kalaari Capital CXXO Spirit Awards - Winner 2022 | Rs. 50,000

20+ awards worth 3cr

Squids. Design
- NIDHI Prayas - Rs. 800000, Social Innovation.
- TIE - Rs. 2500000 Grant for Social Innovative product distribution

National Institute of Design
- Best Designer Award - Arvind Brands
- Hackathon winner - WTD (What to Do - AI based conversational app)
- Designed India's First formula-1 racing suit