



Meeta Gianani

User Experience Designer

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meetagianani.com

Tools & Technologies

Figma, Sketch, Invision,
Procreate, Zeplin, Principle,
Adobe Illustrator, Proto.io

Industry Knowledge

Product Design
User Interface
User Experience
Interaction Design
Wireframing
Rapid Prototyping
Design Research

Awards & Honors

Magma cum Laude SCAD
EPDA Gold prize award
IDEA finalist (2018)
IDA Award honoree
Core77 Design Honoree

Leadership

Student Ambassador, SCAD
Orientation Assistant, SCAD

Languages

English
Hindi

EXPERIENCE

Senior Experience Designer

BCG Digital Ventures

Jan 2021 - Present (Singapore)

- Built a finance first car buying experience for the Indonesian market to help our corporate partners and first time car buyers. Acquiring customers in the discovery stage and providing a hassle free loan application process
- Designed a Singapore-based global carbon exchange and marketplace that aims to scale the voluntary carbon market.

Experience Designer

BCG Digital Ventures

July 2018 - December 2020 (Los Angeles & Singapore)

- Designed and built a B2C online job-matching platform for seasonal workers and employers in India. From conducting on ground + online research to designing a product for new smartphone adopters in multiple languages.
- Designed a retail + SME digital bank to bid for Singapore's digi bank license. Built an MVP to showcase with rapid wireframing and quick prototyping within 1.5 months
- Designed an ecosystem of products for our maritime partner with IOT capabilities and AI, to improve safety, increasing operational productivity, and enhancing crew wellbeing on board.

UI/UX Design Intern

HB Design Pvt Ltd.

June 2017 - Aug 2017 (Mumbai)

As a UX designer worked on the graphics, branding, UI elements for our pharmaceutical and F&B partners. Created prototypes and hosted user testings to validate product market fit.

EDUCATION

Savannah College of Art & Design (SCAD)

2014 - 2018, Savannah, GA

BFA Industrial Design

Minor - User Experience Design