

SAYALEE FALLE

PRODUCT DESIGNER

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Product Designer with **6+ years** of experience specializing in B2B/B2C SaaS, E-Commerce, EdTech platforms, and complex design systems. Specializing in simplifying dense data and transactional workflows, **I help micro-business users thrive by crushing operational complexity**. Backed by a Computer Engineering degree, I seamlessly bridge human-centered design with deep technical delivery. Operating with high autonomy and deep cross-functional collaboration, I have a proven track record of designing end-to-end ecosystems that drive user engagement, including large-scale digital experiences for **National Geographic**, reaching **200,000+ users**.

A relentless builder who brings taste, wonder, and rigorous attention to detail to every digital experience.

- I believe great UX should feel like instinct, not instruction.



PORTFOLIO: sayveau.com

SKILLS

- **UX/UI & Design Systems:** Mobile (iOS/Android) & Web App Design, Advanced Figma Prototyping, Scalable Design System Libraries, Visual Design, Fintech & Transactional UX, Complex Data Visualization, Design Thinking, User Journeys, User Psychology, Behavioral Design, Engagement Metrics, Material Design M3, Apple HIG, AODA / WCAG 2.2 Accessibility
- **Product Strategy & Research:** Discovery & Delivery Lifecycle, User Interviews, Usability & Concept Testing, Hypothesis Development, Backlog Prioritization, A/B Testing, Data-Informed Iteration
- **Cross-Functional Collaboration:** Agile Methodologies, Design Reviews, Transparent Stakeholder Feedback, Clean Developer Handoff, Jira
- **Immersive Design:** AR/VR Design, Bezi, Gestural Interfaces, Spatial & Motion Design, Haptics, Unity

WORK EXPERIENCE

Lead Product Designer | Consulting/Agency Work | Toronto

Jan 2020 – April 2026

- **0-to-1 Product Discovery & Delivery:** Led the end-to-end design lifecycle for complex B2B/B2C SaaS and E-Commerce platforms, focusing on multi-step configuration, pricing logic, and transactional checkout workflows across both responsive web and mobile interfaces.
- **Cross-Functional Prioritization:** Partnered directly with Product Managers and Lead Engineers to prioritize the discovery backlog, translating ambiguous business needs into scalable solutions for micro-business clients.
- **User-Centric Research & Strategy:** Created and executed rigorous research plans (user interviews, concept testing) to map the B2B user journey. Leveraged AI-assisted workflows to synthesize insights, **cutting discovery timelines by 40%**.
- **Prototyping & Business Value:** Mocked up and tested a high-fidelity, interactive "Live Preview" ordering flow for an E-Commerce platform using behavioural psychology (the Endowment Effect). This solution continuously validated user needs, significantly **reducing cart abandonment** and **increasing B2B quote requests** leading to **increased conversion rates**.
- **Design Systems & Automation:** Built and maintained comprehensive Design System libraries in Figma. Engineered complex logic gates that automated measurement validation, directly **reducing operational material wastage & support tickets**.

UI & Visual Designer | Zeus Learning (*Remote Clients in USA & UK*)

Jul 2020 – Apr 2023

- **Global Scale & Execution:** Collaborated with cross-functional product teams to craft highly engaging web and tablet applications for global clients (**National Geographic Learning, Cengage, EBSCO**, etc.), scaling end-to-end experiences to **200,000+ active users**.

- **Usability & Hypothesis Validation:** Executed rigorous **usability testing** and **A/B testing** on complex administrative and reporting dashboards. Gathered insights to explore multiple possibilities, ultimately driving **massive improvements in task completion rates**.
- **Design Reviews & Collaboration:** Facilitated transparent design reviews with engineering, product stakeholders & SME's, actively sharing work-in-progress to gather constructive feedback and align on user-centric principles.
- **Mentorship & Craft:** Mentored junior and mid-weight designers, maintaining rigorous standards of visual craft across the team and fostering a culture of relentless curiosity and low-ego collaboration.
- **Engineering Alignment:** Authored highly structured UI documentation and visual specifications that bridged the gap between design concepts and technical implementation, successfully **reducing developer revisions by 25%** and **improving QA turnaround**.
- **Inclusive Design:** Ensured strict adherence to accessibility standards, designing inclusive environments that catered to diverse cognitive needs while maintaining visual design excellence.

Graphic Design Intern | Cultivate Design LLP

Jun 2019 – Jul 2019

- Led complete packaging designs for Reliance's 'Aarambh' and 'Utsava' product lines, contributing to a successful regional rollout in **18,000+** retail outlets across India.
- Produced high-visibility print and branding assets (logos, ads, newspaper campaigns), improving brand recognition.

Graphic Designer | Freelance

Aug 2016 – Jan 2020

- Delivered branding, typography, and digital assets for various small businesses and academic organizations while completing a Bachelor of Engineering.
- Managed print and digital marketing campaigns, ensuring visual consistency across multiple platforms.

EDUCATION

User Experience Design for AR/VR | Toronto, CA

Aug 2024 – Sep 2024

Elvtr | Certification Course

Mastered spatial UX principles, XR design, and prototyping for immersive environments.

Bachelor of Engineering in Computer Engineering | Mumbai, IN

Aug 2017 – Oct 2020

University of Mumbai

Provides the deep technical foundation required to seamlessly execute complex digital products and communicate logic effectively with engineering leads.

Diploma in Computer Science Engineering | Mumbai, IN

Jul 2013 – Jun 2016

University of Mumbai | SBM Polytechnic

DESIGN RECOGNITIONS & INTERESTS

- Design Mentor for Digital Human Library.
- 'Ms Engineer' title - Engineer's Day 2017.
- Designed Engineering college's annual brochures while pursuing Bachelor's.
- NIIT-certified at age 12 (Swift Smart) and Hadoop-certified at 19.
- Passionate about blending tech and psychology in user experiences.

WEB PRESENCE

Portfolio:

sayveau.com

LinkedIn:

linkedin.com/in/sayalee-falle