

Aneesha Baidwan • PRODUCT DESIGNER

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SUMMARY

Product designer with three years at MEGA, growing from intern to intermediate designer across security, storage, and file-management products used by over 300 million people. Designed a password manager from concept to MVP and through post-launch growth, combining user research, usability testing, and cross-functional collaboration to ship features that balance user needs, business goals, and technical constraints.

WORK EXPERIENCE

MEGA LTD (MEGA.NZ - CLOUD DRIVE & SECURITY SOFTWARE)

UX/UI DESIGNER • SEPTEMBER 2023 - MARCH 2026

- Grew from intern to intermediate designer over three years, taking on increasing ownership of strategy and execution across MEGA's product suite.
- Co-designed MEGA Pass, a password manager, from concept through 0→1 MVP, then led the project post-launch. The product has **surpassed 100,000 downloads on Android alone**, launched across web, browser extension, iOS, and Android, **maintains a 4.5-star average rating**, and **drives a 20% free-to-paid conversion rate**. ([View MVP case study](#))
- Grew the MEGA Pass feature set by leading design and delivery of OTP and credit card storage - combining market research, and usability testing to translate findings into refined flows. ([View case studies](#))
- Contributed to a full design revamp of MEGA's core Cloud Drive product, serving over 300 million users, including leading the design of new features such as multi-URL file fetching.
- Redesigned the Transfer Manager widget, which averages over 100,000 clicks per hour, running user testing to validate changes, while working within legacy code and file-loading constraints.
- Helped build a cohesive design system spanning banners, buttons, dialogs, tabs, cards, and input fields, ensuring consistency across all products and platforms.

UX/UI INTERN • JULY 2023 - SEPTEMBER 2023

- Contributed to a mobile web revamp, bringing existing designs in line with a new brand system.
- Led an information architecture audit of Web client settings, running tree testing and interviews to validate findings, which resulted in a new settings IA proposal.

EDUCATION

UX DESIGN ACCELERATED COURSE • MISSION READY • 2023

BACHELOR OF MEDIA DESIGN • MEDIA DESIGN SCHOOL • 2016 - 2018

DIPLOMA OF DIGITAL CREATIVITY • MEDIA DESIGN SCHOOL • 2014 - 2015

SKILLS

DESIGN: UX/UI Design, 0-1 Product Design, Prototyping, Design Systems, Cross-Platform Design

RESEARCH & INSIGHT: User Research, Usability Testing, Information Architecture, Design Thinking, Accessibility, UX Writing

STRATEGY & SYSTEMS: Design Strategy, Roadmap Shaping, Cross-Team Alignment, Stakeholder Management

TOOLS: Figma, Figjam, Adobe Product Suite, Sketch, Confluence, JIRA, Dovetail, Maze