

NEHA SEHGAL

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PROFESSIONAL SUMMARY

Product Designer with 4 years of experience, specializing in user-centric processes, cross-functional collaboration, and high-impact project delivery. I integrate user research, business strategy, and creative innovation for scalable solutions with measurable effects.

EDUCATION

M.S. Information Studies | Human Computer Interaction (HCI) | The University of Texas at Austin
Bachelor of Architecture | GGSIP University, New Delhi

May 2024
August 2019

PROFESSIONAL EXPERIENCE

Nokia, Austin, Texas

2023 - Present

Product Designer, Co-Op

- Super heading design on creating a 5G asset monetization platform for Nokia's Cloud & Network Services unit, with a B2B Saas product focus.
- Designing an intuitive dashboard for efficient API management for app developers, enterprises, and organizations.
- Initiated the early-stage **integration of artificial intelligence** into the design processes, emphasizing **design mining, and visual preferences** for innovation.

Jon Brumley Texas Venture Labs, Austin, Texas

2023 - Present

Program Manager, Apprenticeship

- Leading cross-functional teams, guiding client interactions, and driving growth through strategic research, validation, and go-to-market strategies.
- Exemplifying teamwork, adaptability, critical thinking, and detail-oriented time management in my role as the primary startup liaison, ensuring project scope aligns with objectives.

GlobalLogic - A Hitachi Group Company, Delhi, India

2020 - 2022

Product Designer, Usability & Design

- Led digital transformation for **'Cradles to Crayons,'** achieving a **98 NPS** by designing user-centric digital solutions and demonstrating innovative leadership throughout the process.
- Pioneered on multiple internal projects and proof of concepts, earning high recognition for improved user experience. Developed a proposal for the **'Hitachi Super App'** to connect government sectors including healthcare and financial sector and led the **'Enterprise Gamification'** initiative to enhance employee engagement and motivation for appraisals.
- Developed project plans and collaborated with international design studios (**Method and Skookum**) to drive alignment for enterprise solutions. Collaborated on the **'Mars Werewolf Halloween'** proposal, utilizing **3D tools**, conducting user surveys, interviews, and data analysis to inform design decisions.

Think Design Collaborative Pvt Ltd, Delhi, India

2019 - 2020

UI/UX Designer

- Refactored and shipped office management app for client **"Awfis."** Improved usability and information architecture, resulting in a **14.87% increase in application traffic.**
- Conceptualized, designed, and launched iOS and Android apps for **"Pearl Academy,"** enhancing the student experience and driving a **27% growth in volume, with a 68% reduction in dropouts.**
- Orchestrated the client-side team for **'Outline India,'** resulting in a dynamic web dashboard and Android app that **reduced survey response time by 25% and boosted customer satisfaction by 45%,** contributing to overall company success.

SKILLS & ACTIVITIES

- **Design & Management:** Accessibility & Inclusive Design, User Interface (UI) Design, Design Systems, Ideation, Visual Design, 3D Modeling, Product Management, Cross-Disciplinary Collaboration, Iterative Design Process, Design Library Components, Systems Design, Data-Driven Design, Teamwork, Critical Thinking, Detail-Oriented, Time Management, Stakeholder Management, AI in UX
- **Prototyping:** Sketches, Wireframes, Mockups, Interactive prototyping, Sketch, Figma, Framer, Adobe tools, Miro
- **Research:** User Research, Metrics Analysis, Persona Development, Usability Testing, Heuristic Evaluation, User Feedback
- **Design Thinking Workshops:** Conducted Design Thinking workshops to educate stakeholders on its significance
- **Member and Volunteer:** Association for Women in Science