

Neha Kumari

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Education

National Institute of Fashion Technology, Bangalore

2018 – 2022

Bachelors of Design (B.Des) - Fashion Design

GPA: 8.3

Coursework: Digital design & Communication, Design Fundamentals, Fashion Basics

Army Public School, Gwalior

2016-2018

High School

Percentage: 80

Skillset

Design & Research: Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop, Adobe InDesign

UX Tools: Wireframing, Prototyping, User Flows, Journey Mapping, A/B Testing, Interaction Design, HTML & CSS (Basic)

Others: Problem Solving, Communication Skills, Decision Making, Time Management, Teamwork

Experience

Smartlead.ai

Jan 2025 - Present

Product Designer

Bangalore

- Led the end-to-end redesign of campaign workflows and template selection, reducing campaign creation time by 40% and improving user adoption across 10k+ active users.
- Designed a real-time analytics dashboard and AI chatbot interface, resulting in 60–70% fewer support tickets and improved onboarding clarity for new users.
- Designed a unified CRM with board views, pipeline stages, and inbox sync, driving 85% internal adoption within 3 months and reducing reliance on third-party tools.

Urban Ladder, Reliance Retail

May 2023 - Dec 2024

UI and Visual Designer

Bangalore

- Spearheaded the design revamp of Urban Ladder's new e-commerce website, conducting user research, journey mapping, and usability testing to improve navigation and reduce bounce rate across key product pages.
- Delivered 50+ visual campaigns and CRM creatives across platforms, contributing to a 2× increase in overall ad engagement and improved conversion across seasonal marketing initiatives.
- Established a scalable visual design system that ensured brand consistency across digital assets and streamlined design handoffs with developers.

Projects

Craft Cluster Research – Molakalmuru Silk Sarees | *Field Research, Design Documentation, Cultural Contextualization*

- Conducted immersive field research and interviews with weavers to document traditional techniques and ecosystem challenges.
- Suggested design-led interventions for craft preservation and created a visual archive to support future storytelling and promotion.

Student Management Web App – UX Case Study | *User Research, Wireframing, UI Design, Prototyping, Information Architecture*

- Mapped user flows and identified pain points through user interviews, proposed intuitive UI solutions for improved academic planning.
- Created wireframes and prototypes to streamline task tracking, scheduling, and performance visibility for students and faculty.

Certifications

- **Google UX Design Specialization** - Coursera (2024)
- **Fundamentals of Graphic Design** - Coursera (2023)
- **Fundamentals of Digital Marketing** - Google (2022)

Extracurriculars

- **TEDxNIFT:** Core Member (2019-2023)
- **Cultural Fest / Fashion Show Participation:** (2020–2022)
- **Think & Support (NGO):** Member and Volunteer