

Neha Kumari

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Professional Summary

Product Designer with 3+ years of experience designing B2B SaaS, AI-powered, and enterprise products. Experienced in UX research, interaction design, and simplifying complex workflows through human-centered design. Incoming M.S. in Human-Computer Interaction student at Georgia Tech.

Education

Georgia Institute of Technology

Expected 2028

Incoming M.S. in Human-Computer Interaction - Industrial Design Track

National Institute of Fashion Technology, Bangalore

2018 – 2022

Bachelors of Design (B.Des) - Fashion Design

GPA: 8.3/10

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

Army Public School, Gwalior

2016 – 2018

High School

Percentage: 80

Experience

Playlist/ Mindbody (Booker)

Oct 2025 – May 2026

Product Designer

US (Remote)

- Led the UX redesign of Booker POS V2, reimagining the end-to-end point-of-sale experience for a platform serving thousands of salon and spa businesses through competitive research, UX audits, workflow analysis, and stakeholder collaboration.
- Redesigned complex service selection, cart, checkout, and payment workflows using scalable interaction patterns, wireframes, and high-fidelity prototypes within the Booker design system.
- Collaborated with cross-functional teams to validate design decisions, incorporate feedback, and deliver a scalable foundation for the next-generation POS experience.
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Smartlead.ai

Jan 2025 – Oct 2025

Product Designer

Sydney, Australia (Remote)

- 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.
- Led the design of a real-time analytics dashboard and AI-powered 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.
- Designed and launched over 50 digital campaigns and CRM experiences, contributing to a 2× increase in engagement across major marketing initiatives.
- Established a scalable visual design system that ensured brand consistency across digital assets and streamlined design handoffs with developers.

Selected Projects

Craft Cluster Research, Ethnographic Research | Field Research, Design Documentation, Cultural Contextualization

- Conducted field research and contextual interviews with traditional silk weavers to understand production workflows, cultural practices, and ecosystem challenges.
- Synthesized qualitative findings into design recommendations and created a visual documentation framework to support craft preservation and storytelling.

Booker POS V2, Enterprise UX Redesign | UX Research, Workflow Analysis, Competitive Research, Interaction Design

- Reimagined end-to-end Point Of Sale workflows for a platform serving thousands of businesses through UX audits, competitive

research, and workflow analysis.

- Designed scalable interaction patterns and validated solutions through iterative feedback with cross-functional teams.

Smartlead Analytics Dashboard ([Portfolio](#)) | *Information Architecture, Data Visualization, AI Product Design, Prototyping*

- Designed an analytics dashboard and AI assistant to simplify campaign insights and improve user onboarding.
- Applied information architecture, interaction design, and iterative prototyping to support data-driven decision making.

Skills

Design: Figma, FigJam, Adobe Creative Suite, Adobe XD

UX Research: User Interviews, Competitive Analysis, UX Audits, Journey Mapping, Personas, Heuristic Evaluation, Usability Testing

Interaction Design: Wireframing, Prototyping, User Flows, Information Architecture, Design Systems

Technical: HTML/CSS (Basic), AI-Assisted Design Tools

Certifications

- Google UX Design Specialization
- Fundamentals of Graphic Design

Leadership & Activities

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