Neha Kumari

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Professional Summary

Product Designer with 3+ years of experience working across B2B SaaS, AI-powered, and enterprise products. I bring a mix of UX research and interaction design to understand complex problems, improve workflows, and create simple, intuitive experiences.

Education

Georgia Institute of Technology **Expected 2028**
M.S. in Human-Computer Interaction - Industrial Design Track

National Institute of Fashion Technology, Bangalore **2019 – 2023**
Bachelors of Design (B.Des) - Fashion Design *GPA: 3.32/4*

Experience

Playlist/ Mindbody (Booker) | *Product Designer* **Oct 2025 – May 2026**

- 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.

Smartlead.ai | *Product Designer* **Jan 2025 – Oct 2025**

- 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 | *UI and Visual Designer* **May 2023 – Dec 2024**

- 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 developer handoffs.

Selected Projects

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 | *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 & Tools

Skills: UX Research, User Interviews, Competitive Analysis, UX Audits, Journey Mapping, Usability Testing, Interaction Design, Information Architecture, Wireframing, Prototyping, Design Systems

Tools: Figma, Adobe Creative Suite, Adobe XD, AI-Assisted Design Tools (Claude, MidJourney, etc.)

Certifications: Google UX Design Specialization, Fundamentals of Graphic Design

Leadership & Activities

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