

Neha Bhargava

PRODUCT/UX DESIGNER



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PROFESSIONAL EXPERIENCE

Product Designer

[The Yiddish Arts and Academics Association](#) • October 2023 - Present | San Diego, CA | Hybrid

- Reimagined YiddishlandCalifornia.org, resulting in a 60% increase in engagement, a 30% increase in sign-ups for the newsletter, and a 26% increase in donations received.
- Interpreting user requirements from product owners and SMEs to create task-focused user workflows.
- Applying user feedback and data to refine UIs, making necessary functionality adjustments, layout restructuring, and hierarchy modifications.
- Collaborating with developers to ensure the feasibility of user-focused design solutions within time, resource, and prioritization constraints.
- Co-creating a UI Design System, incorporating key design elements and features for all digital platforms.

UI/UX Designer

[ImpraVise](#) • November 2023 - Present | Sydney, NSW | Remote

- Collaborated with clients to define project scope and set design and development goals.
- Created clickable prototypes to gather feedback from stakeholders and customers prior to implementing new features.
- Utilizing user research methodologies and usability testing to guide design decisions, achieving a 30% improvement in webpage navigation and a 25% increase in user satisfaction.

UI/UX Designer

[Elevate Resiliency](#) • May 2023–June 2023 | Toronto, Canada | Remote

- Led a team of 2 designers in redesigning the landing page for a non-profit organization, increasing user engagement by 20%.
- Conducted 5 usability testing for text and images to identify cross-cutting user pain points.
- Implemented marketing analytics strategies to inform design decisions with data-driven insights.
- Delivered a high-fidelity MVP to optimize home page navigation with a detailed hand-off document for future iterations.

[Check my LinkedIn for past work history.](#)

DESIGN PROJECTS

KidsQuest | Designed an Activity Finder and Booking Mobile App

- Conducted 6 need-finding interviews
 - Identified key pain points leading to a 70% improvement in UX
- Implemented Agile UCD to streamline extracurricular activity selection
 - Resulted in a 30% reduction in decision time
 - Achieved a 90% increase in user confidence
- Communicated insights through personas and user flows
- Iteratively designed and tested concepts
 - Reported a 2x increase in ease by 85% of users

House2Home | Integrated a new "decor kits" feature in a design sprint for an existing e-commerce website

- Spearheaded the revamp of an e-commerce website, aiming to turbocharge user engagement.
- Orchestrated ideation, prototyping, and creation of design mock-ups.
- Conducted user testing ,resulting in 60% increase in conversion rate.

SubSync | Created an end-to-end subscription tracker app that consolidates subscriptions.

- Designed a subscription tracker app to boost user savings based on insights from user interviews.
- Conducted competitive analysis and multiple rounds of ideation and development.
- Created high-fidelity prototypes and conducted user testing.

SKILLS

- UX Research
- User Interface Design
- Product Design
- Low-Fidelity Prototyping
- High-Fidelity Prototyping
- User Interviews
- Storytelling
- Usability Testing
- Competitive Analysis
- Wireframing
- Visual Design
- Interaction Design
- Digital Media

SOFTWARES

- Figma
- Sketch
- Illustrator
- Canva
- Adobe XD
- Marvel
- Miro
- Confluence
- Invision
- MS Office

EDUCATION

Master in Accounting

Southern Cross University
2008-2010

UX/UI Design Certification

Springboard
2022-2023