Neelesh Ranjan

UX Manager (Research and Strategy)

I am an experienced UX Manager with a strong foundation in design strategy and experience research. I lead cross-functional teams to craft data-driven, user-centered digital experiences that deliver measurable business impact.

Contact

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📍 Bengaluru, India

Education

Savannah College of Art and Design (SCAD), USA
Master of Arts in Design Management (STEM) — 2019 – 2021

National Institute of Fashion Technology (NIFT), Bengaluru
Bachelor of Design – Textile Design — 2012 – 2016

Skills

UX Research Methods: User Interviews, Usability Testing, Survey Design, Card Sorting, Ethnographic Studies

Quantitative & Qualitative Analysis: A/B Testing, Competitive Analysis, Heatmaps, Data Synthesis

Experience Strategy: Persona Creation, Customer Journey

Experience

Capgemini (WNS) – *Manager (UX Research and Design Strategy)* Sept 2025 – Present | Pune, India

- Lead and manage the design strategy and UX research function at WNS Co-Creation Labs, driving digital transformation through human-centred innovation.
- Oversee a multidisciplinary team and facilitate design thinking workshops with senior stakeholders to align business goals with user needs.

Alliance University – *Assistant Professor – Interaction Design* Jun 2024 – Present | Bengaluru, India

- Delivering lectures, conducting workshops, and leading studio sessions on UX principles, UX research methodologies, human-computer interaction, and usability testing.
- Organizing conferences and seminars focusing on usability testing, data visualization, and behavioural analytics.

Freelance Design & Research Consultant
May 2023 – May 2024 | Bengaluru, India

- Conducted usability audits to evaluate digital experiences.
- Designed mixed-method research studies, incorporating surveys, focus groups, and diary studies.

Citi Group – *Lead UX Researcher& Strategist*
Aug 2021 – Apr 2023 | Dallas–Fort Worth, USA

- Conducted UX ideation sessions and design sprints with designers, researchers, developers, and stakeholders in a corporate agile team.

Mapping, Storyboarding,
Wireframing

Tools & Software:
Usertesting.com, User Zoom
Go, Figma, Adobe XD, Miro,
Google Analytics

Financial & Banking UX:
Digital Banking Experiences,
Fintech User Journeys,
Accessibility & Compliance

Certifications

User Experience Design
Fundamentals – Coursera,
California Institute of Arts

Brand Strategy & Design
Leadership – LinkedIn
Learning

AI in UX Design – Emerging
Technologies in UX

Case Studies
(Portfolio)

UX Audit Blueprint

Spotify UI Analysis

Facebook Marketplace
Analysis – UI breakdown
and market friction

5E Experience Design
Model

Design Criteria Framework
Article

Amazon Heuristic
Evaluation and Research
Plan

- Led generative research through **100+ one-on-one interviews** across Citi Bank's product lines.

- Conducted quantitative analysis of omnichannel customer experiences, leading to a **40% rise in Hero engagement.**

- Executed competitive analysis of financial markets, presenting **best practices and disruptor** trends to business and design teams.

- Conducted usability testing for web and mobile platforms across payments, wealth management, and shopping, **increasing banking applications by 55%.**

- Synthesized insights to enhance Citi.com acquisition rates, **doubling customer and prospect engagement**.

- Developed experience strategies through benchmark UI analysis and collaborated on personas, user journeys, and story maps.

Democracy Lab – *UX Researcher (Remote)*

Jun 2021 – Aug 2021 | Seattle, USA

- Identified usability issues in volunteer application processes using diverse **UX research tools.**

- Conducted quantitative analysis to measure **user satisfaction** and comprehension.

Deloitte x SCADPro – *Research Lead*

(Internship Project) Sep 2020 – Nov 2020 | Savannah, USA

- Conducted quantitative and qualitative research to understand candidate and recruiter pain points. Created a **research magazine** documenting key insights and findings from user studies

Shivalik Prints – *Lead Design Researcher*

Sep 2018 – Jun 2019 | Haryana, India

- Managed multiple fast-paced design projects with detailed planning and execution. Conducted user research on apparel brand websites and apps for US and UK markets

CSG Apparel (Ricky & Micky) – *Senior Design Researcher*

Dec 2017 – Sep 2018 | Bengaluru / New York

- Led market research, branding, and digital strategy for Ricky and Micky.com.

Landmark Group (Easy buy) – *Design Researcher*
Nov 2016 – Dec 2017 | Bengaluru, India

- Conducted qualitative and quantitative research, including market analysis and customer interviews.

Future Group (Central Mall) *– Visual Experience Designer*

Jun 2016 – Nov 2016 | Bengaluru, India

- Conducted **experiential analysis** and developed visual plans for Central shopping mall displays.