




NEELESH RANJAN

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PROFESSIONAL SUMMARY

Product Designer with 9+ years of cross-functional experience in user experience design, product strategy, and research. Expertise in end-to-end product design, usability testing, wireframing, and systems thinking. Proven track record of delivering impactful design solutions that led to a 2x increase in user acquisition, 64% increase in card applications, and 40% rise in digital engagement. Passionate about building inclusive, scalable, and human-centred products.

CORE SKILLS

- UX Research & Synthesis
 - Interaction & UI Design
 - Usability Testing & Heuristic Evaluation
 - Information Architecture & Wireframing
 - Figma, Adobe XD, Miro, InVision
 - Service Design & Systems Thinking
 - Accessibility & Inclusive Design
 - Agile & Cross-Functional Collaboration
 - Strategic Design & Roadmapping
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PROFESSIONAL EXPERIENCE

Alliance University – *Assistant Professor – Interaction Design*

Jun 2024 – Present | Bengaluru, India

- Delivered design courses and workshops on UX principles, systems thinking, and HCI.
- Mentored 100+ design students, improving student prototype quality by 40%.
- Led academic-industry collaboration through seminars and live projects.

Freelance Design Consultant**May 2023 – May 2024 | Bengaluru, India**

- Conducted UX audits and delivered actionable design improvements for 4+ startups.
- Reduced user drop-offs by 25–40% through research-led interface refinements.
- Designed wireframes and journey maps that increased feature adoption by up to 35%.

Citi Group – Lead Product Designer**Aug 2021 – Apr 2023 | Dallas–Fort Worth, USA**

- Redesigned product detail pages, increasing hero engagement by 40%.
- Conducted usability testing that improved bank application rates by 55% and card applications by 64%.
- Collaborated with global agile teams to double acquisition on Citi.com during the product release cycle.
- Initiated weekly design critiques and mentored junior designers to speed up project delivery 3x.

Democracy Lab – UX Researcher (Remote, Part-time)**Jun 2021 – Aug 2021 | Seattle, USA**

- Identified usability gaps in volunteer platform onboarding.
- Delivered insights that increased task completion by 28%.

Deloitte x SCADPro – Product Design Lead (Internship Project)**Sep 2020 – Nov 2020 | Savannah, USA**

- Conducted user research and designed a new recruiting experience.
- Improved HR process visibility by 25% through strategic frameworks and high-fidelity mockups.

Shivalik Prints – Lead Product Designer**Sep 2018 – Jun 2019 | Haryana, India**

- Delivered UI and visual systems for Walmart, H&M, JCPenney, and more.
- Reduced development time by 20% through modular UI components.

CSG Apparel (Ricky & Micky) – Senior Product Designer**Dec 2017 – Sep 2018 | Bengaluru / New York**

- Led redesign of brand platforms, increasing conversion by 45%.

- Strategized brand growth resulting in 50% business scale-up.

Landmark Group (Easy buy) – Executive Product Designer

Nov 2016 – Dec 2017 | Bengaluru, India

- Designed product pages that increased online orders by 38%.
- Streamlined communication between design and dev, reducing rework by 25%.

Future Group (Central Mall) – Visual Experience Designer

Jun 2016 – Nov 2016 | Bengaluru, India

- Designed store layouts and retail visuals that improved wayfinding efficiency by 35%.
- Created brand guidelines used across 15+ outlets.

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

CERTIFICATIONS

- UX Design Fundamentals – Coursera (CalArts)
- Visual Elements of Interface Design – Coursera (CalArts)
- Brand Strategy – LinkedIn Learning
- Design Leadership – Stephen Gates
- AI in UX Design – Self-led

CASE STUDIES (Available on Portfolio)

- Grocery Shopping via WhatsApp – Conversational UX for Bharat
- Gen Z Digital Wallet – Youth-centric finance experience
- Indian Passport Seva Redesign – Reducing drop-offs and increasing self-service
- Facebook Marketplace Analysis – UI breakdown and market friction