

Neelesh Ranjan

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PRODUCT DESIGNER

I am a product designer with a background in research and strategy having a passion for understanding how technology impacts users' behavior and influences their habits to create useful experiences.

WORK EXPERIENCE

Alliance University | Assistant Professor- Interaction Design

June 2024- Present | Bengaluru, India

- **Lectures and Workshops:** Delivering lectures, conducting workshops, and leading studio sessions on UX design principles, tools, and techniques.
- **Research Projects:** Conducting and leading research in UX design, human-computer interaction, and related fields.
- **Event Organization:** Organizing conferences, workshops, and seminars to foster knowledge exchange and networking.

Design Consultant

May 2023- May 2024 | Bengaluru, India

- **Research-** Collaborating with clients or project teams to define research objectives, scope, and methodology. Conducting various research activities to gather insights about users.
- **Design-** Creating the structure and organization of content within a digital product. Developing low-fidelity wireframes or interactive prototypes to visualize the layout, flow, and functionality of a digital product.

Citi Group | Lead Product Designer

Aug 2021- April 2023 | Dallas Forth Worth Metropolitan

- **Ideation-** Conducted UX ideation sessions and design sprints with designers, researchers, developers, and other stakeholders in a large corporate agile team environment working on inclusive design with a mission to make the brand accessible to diverse audiences. Led the generative research in this workspace.
- **Analysis-** Conducted quantitative analysis of the omnichannel customer experience of large financial providers in the different domains like -Redesign, Acquire & Grow, Shop, Payments, and Borrow.
- **Design-** Design layouts, interactions, and transitions around Citi.com product detail pages for both desktop and mobile devices. This led to a 40% rise in Hero engagement of Citi's website in both desktop and mobile versions.
- **Testing-** Evaluative Research (Usability Testing - Check the usability and success of UI mocks, analyze the patterns, and inform the Product team about the product detail page improvements and features) for both website and mobile in different domains- Payments, Wealth, and Shop segment. This led to a 55% increase in users' bank application rates for various products and a 64% rise in various Card applications especially.
- **Iteration-** Analyze responses and synthesize insights to update the design and product team with recommendations from updates. Iterated the user flow according to the design recommendations coming from the research. With the help of these insights, the acquisition rate for Citi.com both in customers and prospects doubled during this time.
- **Strategy-** Developed experience strategies through benchmark UI analysis in the Digital Engagement Segment while working with both the product team and upper-level management.
- **Collaboration-** Initiated and implemented weekly design critiques within the research and design team cultivating collaboration and feedback culture.
- **Guidance-** Provided guidance to a team of assistant designers, researchers, and content writers through regular feedback sessions to enhance their design skills and problem-solving abilities.

Democracy Lab | UX Researcher

June 2021- August 2021 | Seattle

- **Qualitative Research-** Use diverse UX research tools to discover usability issues when volunteers search and apply for a project on Democracy Lab.
- **Quantitative Analysis-** Observe and measure if users understand the app's functionality and values, and users' satisfaction when using the app while working with the design team.

Deloitte-SCADPro Collaboration | Product Design Lead

Sept 2020- November 2020 | Savannah, Georgia

- **Research-** Conducted quantitative and qualitative research techniques to understand the pain points of both candidates and the recruiter to generate personas and journey maps.
- **Design-** Designed various strategic business frameworks and translated user data to create information architecture, and initial and high-fidelity wireframes.

Shivalik Prints | Lead Product Designer

Sep 2018 - June 2019 | Haryana, India

- **Project Management-** Created detailed, organized, and clear project plans and kept track of simultaneous fast-moving projects and timelines.
- **Research-** Conducted product and user research of apparel brands' websites and apps for US and UK markets.
- **Visual Design-** Gathered insights and developed graphics and visual design for men's product detail pages for five major brands-JC Penny.com, Walmart.com, H&M.com.
- **Branding-** Create high-fidelity visual designs that incorporate branding elements and maintain a consistent user interface (UI) across the product

Black Mango Fashion | Senior Product Designer

Dec 2017 - Sept 2018 New York | Bengaluru, India

- **Team Management-** Responsible for market research, conceptualization, design, and branding for Ricky and Micky.com. Managed a team of designers in the branding and digital design for the deliverables.
- **Branding-** Developed high-fidelity branding packages for the online and offline markets for the brand Ricky and Micky.
- **Strategy-** Strategized new initiatives for the brand's online presence with the CEO to grow the company's business by 50 percent
- **Leadership Assistance-** Developed a training module for the induction of new people coming to the branding and digital department.

Landmark Group | Executive Product Designer

Nov 2016 – Dec 2017 | Bengaluru, India

- **Research**- Conducted qualitative research and quantitative research by visiting various benchmark brands online and offline for market and interviewing target customers.
- **Presentation**- Created forecasts, brand experience research trend analysis, storyboards, event layouts, and merchandise curation for client presentations.
- **Cross Collaboration**- Contributed to all major design projects and core product strategies for easybuyindia.com. Worked closely with the engineering team & pushed boundaries to bring ideas to reality.
- **Leadership**- Led Initiatives to define the direction of product detail pages for the Men's and Kids section on easybuyindia.com

Future Group | Visual Experience Designer

June 2016 – Nov 2016 | Bengaluru, India

- **Research**- Conducted experiential analysis and developed a Visual plan for Central (shopping mall) having window design, the store layout, promotional brochures, brand arrangement, and cluster visual displays.
- **Design**- Effectively communicate design concepts and rationale to stakeholders through presentations and documentation.
- **Guidance**-Providing creative guidance and expertise for the visual direction of Brand.Central.com (now reliance retail.com)

EDUCATION

Savannah College of Art and Design, Savannah (SCAD)

Master of Arts Design Management (designated STEM degree)

Sept 2019 - March 2021

National Institute of Fashion Technology, Bengaluru (NIFT)

Bachelors in Design - Fashion and Textile Design

2012 - 2016

SKILLS

Product Design - Innovation Strategy, Idea Visualization, User and Product Research, Contextual Research, Competitive Analysis, Stakeholder Interview, Workshop Facilitation, Rapid Ethnography, Usability Testing, Affinitization, Qualitative Frameworks, Persona Creation, Empathy Maps Customer Journey, Storyboarding, Wireframing, , Branding, Visual Design, Interaction Design, Prototyping

Product Strategy - Business Model Canvas, Value vs Difficulty Model, SWOT Analysis, PESTLE, Scenario Planning, Product Vision Board, Value Proposition,5E Model, Porter's 5 forces, BCG Matrix, 2X2 Matrix

Tools - Microsoft Office, Usertesting.com, User Zoom Go, Feedback loop, Adobe XD, Figma, Invision, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Miro

CERTIFICATIONS

- User Experience Design Fundamentals Certification-Coursera and California Institute of Arts.
- Visual Elements of Interface Design Certification-Coursera and California Institute of Arts.
- Brand Strategy Certification- LinkedIn Learningand Project Management Institute.
- Interpersonal Communication Certification- LinkedIn Learning and Project Management Institute.
- Design Leadership by Stephen Gates
- AI in UX Design