

# Neha Gupta

Product Designer



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## EXPERIENCE



**Smitch Care** (Health & Fitness)

**UX Designer | May 2023 - Present**

- Enhanced existing product usability and design
- Took up and conducted 4 research projects, informing product strategy and design decisions.
- Innovated content management processes in Webflow, leading to improved load times, less clutter and faster workflow.



**Geeskter** (Tech education)

**UX/UI Designer | Mar 2023 - May 2023**

- Redesigned the company website, focusing on user engagement and experience.
- Created and tested landing pages, significantly improving conversion rates.
- Increased website conversion rate from 8% to 14%, enhancing online presence and user acquisition.



**Cloutflow** (Influencer marketing)

**Product Designer | August 2022 - Dec 2022**

- Led design of web and mobile app from concept to launch.
- Conducted user research, informing product strategy and design decisions.
- Developed pixel-perfect designs, ensuring alignment with technical specifications.
- Facilitated successful launch with positive feedback from over 200 users on the very first day.
- Supervised and mentored an intern, fostering skills development in design and research.

**UX Design Intern | May 2022 - July 2022**

## EDUCATION

Gvt. College for Girls, Ludhiana

**Bachelors in Computer Applications**  
**2018 - 2021**

## VOLUNTEER

ADPList.org

**Design Mentor | Dec 2022 - Present**

## HARD SKILLS

- Interaction Design
- User Experience
- Visual Design / UI
- User Testing / Research
- Design Systems
- Responsive Design
- Copywriting

## SOFT SKILLS

- Collaborate well with developers
- Business impact mindset
- Can work independently
- But also good in teams
- Product Strategy

## SOFTWARE & APPLICATIONS

- Figma / FigJam
- Adobe Creative Suite
- Notion
- JIRA
- ChatGPT