

Neha Deshbhratar

UX Designer

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Hello! I am **Neha Deshbhratar**, UX designer at **PwC & NID grad**. With over four years of training and hands-on experience under my belt, I dive into research methodologies to create user experiences that are both inclusive and intuitive. I tackle challenges with a sprinkle of creativity and a user-centric focus. To keep my inspiration flowing, I delve into new artistic expressions, indulge in culinary journeys, and explore the world.

EDUCATION

Master of Design
NID, Ahmedabad
2014-17

Bachelor of Design
NIFT, Bhopal.
2010-14

SKILLS

Interaction design	Adobe suits
Storytelling	Figma
Wireframes	Procreate
Prototyping	Invision
Accessibility	Articulate 360
Product strategy	

AWARDS

PWC, Above and beyond award
October & December, 2023

NIFT Spectrum(cultural fest)
1st price in sustainable design, 2014
2nd price in sustainable design, 2015

ACHIEVEMENTS

Publication
ImaginXp Design journal, July 2020 & January 2021

Workshop
Design workshop
MAD, Hyderabad(2018)
United World Institute of Design(2018)

WORK EXPERIENCE

PWC, Bangalore April 2022 - Present
UI/UX Designer

- Successfully managed a diverse portfolio of projects, including high-profile collaborations with RBI, ABG, and Godrej, along with PWC's internal tax tool with short-term assignments
- Built an app and website for RBI that helped increase its Net promoter rating from 20% to 86%, task completion rate to 95%, and customer satisfaction score to 85%.
- Brought the products vision to life by building a high-fidelity, user-friendly prototype with full functionality.
- Conducted user research, including interviews and usability testing, to gain insights into user needs and pain points, resulting in a 25% increase in user satisfaction for ABG.
- Worked closely with cross-functional teams, including product managers, developers, and stakeholders, to gather requirements and establish project objectives. Additionally, collaborated with developers during the support phase for all the projects.
- Proactively participated in business development, contributing to a higher conversion rate from proposals to finalized projects.
- Spearheaded the creation of farewell committees to foster positive connections within the team.

Imaginxp, Pune Feb 2020 - Mar 2022
Lead UI/UX Researcher

- Working with an ed-tech company had multiple roles to offer - senior designer, researcher and academician was my major profile.
- Worked on Design Journals(to publish across universities).
- Tailoring design workshops to different college curriculums, fostering a love for design in students.
- Conducted multiple design thinking workshops with different clients like CBSE.

Okhai, Ahmedabad Oct 2018 - Sep 2019
Onboarding designer

- Designed various marketing materials for these artisans, including business cards, letterheads, envelopes, packaging, and lace, all adhering to established brand guidelines.
- Designed various collections that helped increase in the overall sales.
- Identify the ideal users for your product or service. Understand the challenges and frustrations your target users face.
- Identified artisan groups across India suitable for onboarding with the organization.
- Develop targeted messaging and campaigns that resonate with your audience. Design sales strategies that address user needs and overcome objections.