

Neha Tibrewal

Senior Product Designer

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SUMMARY

Senior Product Designer with 6 years of experience in crafting intuitive, impactful digital experiences across multiple domains. My approach blends rigorous user research, iterative prototyping, and cross-team collaboration to deliver measurable business growth.

EXPERIENCE

Product Designer Zeno Health	01/2024 - Present
- Improved order placement by 70% during peak hours through checkout optimisation - Improved M1 retention by 12% for new generic chronic customers through UX optimisation - Increased customer orders by 4.5% by implementing the "Notify Me" feature for the B2B module - Optimised search functionality and implemented key fixes, resulting in a 1.2% increase in cart additions - Conducted usability testing and user research interviews with 90+ customers through field studies and Zoom - Established the design system and fostered design culture, driving growth and revenue with 300+ community partners.	
Product Designer Tekion Corp	07/2022 - 01/2024
- Led user research, interviews, and persona development to establish a structured design process while mentoring an intern - Designed end-to-end experience for Tekion Core Platform's internal apps while collaborating with product management to analyse and validate user needs	
Product Designer Smartstaff	01/2021 - 06/2022
- Conducted user research and redesigned business dashboard and worker app while leading design for the staffing segment and contributing to design system - Redesigned modules in collaboration with product and development teams to deliver user-centric solutions	
Assistant Product Designer ABG (Louis Philippe & Simon Carter)	06/2019 - 12/2020
Designed and led deployment of ABG's expense management website serving 12,000+ employees while leading product design as founding member for LP and SC platforms and establishing LP's new brand identity	

EDUCATION

Fashion Communication National Institute of Fashion Technology - B.Des	07/2015 - 07/2019
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SKILLS

User Interview	Prototyping
System Thinking	Usability Testing
Data Visualization	Information Architecture
Interaction Design	AI-Driven UX Research & Ideation