Niharika Dalal

niharika95.github.io • linkedin.com/in/niharikadalal • niharika13dalal@gmail.com • 585-729-3306

Work Experience

UX/UI Designer, **EXL** 2021 - Present

Designed and delivered end-to-end user experiences for industry-leading clients in the finance, insurance, and education sectors, translating complex business requirements into targeted digital solutions.

Leading Private University | *Admissions Process Acceleration*
- Addressed a major operational bottleneck for admissions counselors by designing an application that automated the manual, time-consuming process of evaluating student transfer credits.
- The new tool **increased counselor productivity** by a measured **60%**, allowing them to process an average of **25 applications per day (up from 16)** and significantly accelerating the admissions timeline.

Prominent Home Insurance Company | *Website Redesign & Contract Award*
- Secured a major contract with a **$600M insurance provider** by designing the pivotal proof-of-concept for a competitive RFP, showcasing a bold vision that aligned with the client's key initiative to reach a **$1B valuation**.
- Led the end-to-end design of **over 40 pages**, building a scalable component library with **30+ reusable components**, collaborating on developer handoff, and conducting design QA.

Top-Tier Global Bank | *Loan Application Experience Optimization*
- Streamlined a complex, 11-screen mobile loan application feature that was causing **high user abandonment rates** due to a lengthy and unintuitive workflow.
- As the sole designer, I **reduced the workflow to just 7 screens**, redesigned tedious inputs with more efficient components (e.g., sliders vs. dropdowns), and introduced motivational animations, projecting a **40% reduction in loan application completion time**.

Front-end Developer, **EXL** 2020 - 2021

Fortune 500 FinTech Company | *Internal Transaction Ledger*
- Translated design mockups into a pixel-perfect ReactJS UI for an internal transaction ledger, ensuring UI/UX design fidelity while working within a **cross-functional Agile team**.

Education

Google UX Design Certification, Coursera 2021

Rochester Institute of Technology, MS in Software Engineering 2020

Narsee Monjee Institute of Management Studies (NMIMS), BTech in Computer Engineering 2017

Skills

Design: Product Design, User Experience & User Interface Design, Interaction Design, Visual Design, User Research, Persona, User Journey Maps, Usability Testing, Information Architecture, User Flows, Wireframes, Prototypes, Style Guide, Design Guide, Design System, Design Patterns, Typography, Problem Solving, Attention to Detail, Strong Communication Skills

Tools: Figma, Adobe XD, Invision, Balsamiq, Photoshop, JIRA, HTML/CSS