

Niharika Dalal

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Work Experience

Product Designer, EXL

2021 - Present

Over 4.5+ years, designed and delivered end-to-end user experiences across 17+ projects (8 large-scale), translating complex requirements into targeted digital solutions for clients in finance, insurance, and education.

Private University (Client)

- 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.

Insurance Company (Client)

- 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.

Financial Institution (Client)

- 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

FinTech Company (Client)

- 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 (UX / UI Design), Interaction Design, Visual Design, User-centered Design, User Research, Persona, User Journey Maps, Usability Testing, Information Architecture, User Flows, Wireframes, Prototypes, Style Guide, Design System, Design Patterns, Typography

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

Soft skills: Analytical problem-solving, Attention to Detail, Strong Communication & Collaboration, Time Management