

Niharika Dalal

Product Designer | San Jose, CA • [niharika95.github.io](https://github.com/niharika95) • [in/niharikadalal](https://www.linkedin.com/in/niharikadalal) • niharika13dalal@gmail.com • 585-729-3306

Summary

5+ years asking "why" before "what" and simplifying workflows across finance, insurance, and education. Former developer with technical fluency bridging design and engineering. Reduced loan app friction by 36%, and optimized conversion by ~20% across projects. Seeking product design roles where systems thinking drives measurable outcomes.

Work Experience

UX Designer | EXL 2021 - Present

Marketing Website Redesign (Client: Insurance Company)

- Spearheaded redesign strategy for a winning RFP proof-of-concept, securing a contract with a \$600M insurance provider impacting the user experience for 250K+ users across a responsive customer-facing platform.
- Elevated site performance through strategic UX audit (56 violations identified) and competitive analysis of 8 competitors, architecting a scalable design system with 30+ reusable components across 40+ pages; accelerated design by leveraging AI tools (ChatGPT, UX Pilot, Photoshop's AI) for rapid ideation and image optimization.
- Achieved measurable post-launch improvements: +37% desktop performance, +28% best practices, and 90+ accessibility score.

Loan App Experience Optimization (Client: Global Bank)

- Streamlined loan application for 16M+ customers by reducing friction 36% (11 to 7 screens), optimizing the primary digital channel for pre-approved customers representing 80% of digital installment loan volume.
- Reduced interaction cost and enabled instant loan rate comparison by replacing multi-tap dropdowns with dynamic sliders that provided real-time rate updates based on term selection.
- Sustained user momentum and reduced abandonment risk by introducing progress indicators and milestone illustrations at 3 key completion points throughout the application flow.

Admissions Process Acceleration (Client: Private University)

- Boosted admissions counselor productivity by 60% (from 16 to 25 applications daily) by designing an automated transfer credit evaluation system with a rules engine eliminating manual cross-referencing and reducing human error.
- Simplified evaluation workflow by architecting a platform that automatically mapped transfer credits to coursework, allowing counselors to focus on exceptions requiring expert review rather than repetitive manual tasks.

Front-end Developer | EXL 2020 - 2021

Transaction Ledger Centralization (Client: FinTech Company)

- Improved data-entry accuracy and enabled real-time transaction visibility by building a ReactJS ledger application; translated mockups into production UI while reducing defects through proactive engineering and QA collaboration.

Skills

- Design & UX: Product Design, UX/UI Design, Interaction Design, User Research, Design Systems (Style Guides, Components), Information Architecture, Usability Testing, Prototyping, User Flows, Wireframing, Visual Design.
- Tools & Tech: Figma, Adobe XD, Balsamiq, InVision, Photoshop, JIRA, ReactJS, JavaScript, HTML/CSS, Drupal, Tableau.
- AI Tools: Gemini, ChatGPT, UX Pilot, Google Antigravity, Photoshop AI (Generative Fill and Expand), FigJam AI.
- Methods & Process: User-Centered Design, Agile/SCRUM, Persona Development, User Journey Mapping, Analytical Problem Solving, Cross-functional & Cross-cultural Collaboration.

Education & Certification

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