

Niharika Dalal

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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