

Niharika Dalal

Product Designer | San Jose, CA

Summary

4.5+ years delivering cross-platform UX/UI solutions (**responsive web, mobile apps**) across 17+ projects. Highly versatile; adept at driving strategic outcomes (e.g., an average **20% improvement in key user conversion**) both independently and collaboratively for finance, insurance, and education clients. Targeting a product design role to assume full **ownership** and **drive the design vision** for a core product.

Work Experience

UX Designer @ EXL Service

2021 – Present

Client: Insurance Company

- Secured a major contract with a **\$600M insurance provider** by designing the pivotal Request for Proposal (RFP) proof-of-concept, showcasing a bold vision that **directly impacted an estimated 150,000 to 250,000 monthly users**.
- Drove site optimization resulting in significant technical performance improvements: **+43.7% increase in SEO Score** and **+37.5% increase in Desktop Performance**.
- Led end-to-end design for **40+ screens in Figma**, establishing a scalable system with **30+ reusable components** that boosted the overall site **Best Practices Score by +28%**.
- Streamlined **cross-functional** delivery utilizing **JIRA** across **Engineering, Analytics, and Marketing teams**, ensuring the final live site achieved and maintained a high **Accessibility Score of 90**.

Client: Global Bank

- Led the **redesign of a high-volume mobile loan application** for a major bank's **16 million mobile customer base**, streamlining the complex workflow **from 11 screens down to 7** to **address high user abandonment**.
- Resolved a key UX bottleneck by **replacing tedious inputs with efficient components** (e.g., sliders) and motivational illustrations (prototyped in Figma and Balsamiq), projecting a **40% reduction in application completion time**.
- Drove digital loan adoption** by improving the user journey for pre-approved customers, accelerating a process that accounts for **over 80% of the bank's installment loans** originated digitally.

Client: Private University

- Resolved a **critical operational bottleneck** by analyzing the manual, time-consuming student transfer credit process for Admissions Counselors.
- Drove a **60% increase in counselor productivity**, enabling the **2,000+ counselors** to process 25 applications per day (up from 16) and **significantly accelerating the student admissions** timeline.
- Managed cross-functional execution by collaborating with **Engineering and QA teams**, leveraging JIRA for Agile task tracking to ensure the successful, on-time delivery of the automation solution.

Front-end Developer @ EXL Service

2020 – 2021

Client: FinTech Company

- Engineered and delivered** a pixel-perfect **ReactJS** web application for an internal transaction ledger, translating Figma designs into a high-fidelity UX/UI while utilizing Redux for state management and ensuring application quality through Jest unit testing and Cypress functional testing.
- Collaborated effectively** within a large **cross-functional Agile team (SCRUM)**, coordinating with data engineers, QA, and product owners; actively contributing to the QA process, running stand-ups, and performing bug identification and fix implementation beyond assigned sprint tickets.

Skills

Design & UX

Product Design, UX/UI Design, Interaction Design, User Research, Design Systems (Style Guides, Patterns, Component Library), Information Architecture, Usability Testing, Prototyping, User Flows, Wireframing, Visual Design, Typography.

Tools & Tech

Figma, Adobe XD, Balsamiq, InVision, Photoshop, JIRA, ReactJS, JavaScript, HTML/CSS, Drupal, Tableau.

Methods & Process

User-Centered Design, Agile/SCRUM, Persona Development, User Journey Mapping, Analytical Problem Solving, Cross-functional Collaboration.

Education

Google UX Design Certification

Coursera, Online

2021

Master of Science in Software Engineering

Rochester Institute of Technology, Rochester, NY

2020

Bachelor of Technology in Computer Engineering

Narsee Monjee Institute of Management Studies (NMIMS), Mumbai, IN

2017