

# Neha Raut

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UX Designer with 3+ years of experience shipping end-to-end UX across fintech, healthcare, and digital platforms. Skilled in translating complex user needs into intuitive, scalable interfaces, from research and wireframing to high-fidelity prototyping and engineering handoff.

## EDUCATION

**Indiana University**, Bloomington, IN, USA **2025-2027**

Master of Science in Human-Computer Interaction (HCI) | Luddy School of Informatics, Computing, and Engineering

*Associate Instructor: 1300 Human-Computer Interaction Design and 1360 Web Design*

**Indian School of Design and Innovation | University of Mumbai**, Mumbai, India **2016-2020**

Undergraduate Degree in Communication Design | Bachelor of Arts in Sociology

## WORK EXPERIENCE

**Razorpay, UX Designer (Communication Designer)** (Bangalore, India) **Jun 2024 – Jun 2025**

- Spearheaded end-to-end UX of an interactive experience for the Indian Premier League by defining user flows and iterating on prototypes across stakeholder rounds, driving 333M+ impressions and 404K+ engagements.
- Designed wireframes, UX flows, and interactive prototypes in Figma for 70+ product requirements, producing high-fidelity UI designs with clear design rationale and ensuring smooth cross-functional handoff with engineering and product teams.
- Contributed to the design of customer-facing materials for Razorpay's flagship FTX event, applying design thinking and prototyping within established branding guidelines, contributing to 7.3M impressions and 111K+ engagements.
- Used generative AI tools including Midjourney and Bolt for rapid concept exploration, image and asset generation, and prototyping, accelerating ideation cycles and informing design decisions with behavioral insights.

**Gandhi & Neru, Founding UX Designer** (Mumbai, India) **Nov 2021 – May 2024**

- Led UX, UI, and design system development in Figma for a fantasy investment web app, collaborating with engineers to launch a product used by 603 users who executed over 1,100 investments totaling INR 152.5 Cr in virtual funding.
- Redesigned end-to-end user flows and service workflows for a catering platform, applying systems thinking to translate complex operational requirements into intuitive experiences, reducing reliance on WhatsApp by 45%.
- Conducted end-to-end UX research including user interviews, competitive analysis, usability testing, and journey mapping for a client-facing life coach platform, translating findings into interaction design improvements that increased conversions by 10%.

**Self-employed, Visual Designer** (Mumbai, India) **Sep 2020 – Oct 2021**

- Audited existing user flows and conducted usability testing for a B2B digital transformation platform, identifying critical drop-off points and redesigned task flows and information hierarchy, increasing first-time user engagement by 30%.
- Designed and launched a responsive website for a lighting solutions company by mapping user journeys, defining information architecture, and optimizing navigation flows to reduce friction, driving a 25% increase in web traffic.

## PROJECTS

- **Industry-Sponsored Website Redesign, Indiana University Libraries**  
Enhanced the library website by conducting user research and audited information architecture, mapping core user journeys, synthesizing findings, and refining interaction flows to reduce task friction and improve usability for students and faculty.
- **Unified Equipment Management Platform, InnoQuest Competition**  
Developed a unified equipment management platform concept for construction companies, defining operational pain points, and shaping user flows and wireframes which reached the final round with a special mention.
- **AI Assistant for Pharmacists**  
Designed an AI-powered assistant to support pharmacists by mapping clinical workflows, identifying pain points and creating intuitive interfaces that improve efficiency, reduce errors, and enhance usability in high-pressure healthcare environments.

## SKILLS

- **Design:** Product Design, UX Design, UI Design, Interaction Design, Human-Centered Design, Human Computer Interaction, UX Strategy, Wireframing, Rapid Prototyping, Design Thinking, Design Systems, Concept Design, Visual Storytelling, Responsive Design, Visual Design, User Flows, Mobile and Web Design, Data-informed Design.
- **Research:** User Research, Usability Testing, User Interviews, Surveys, Information Architecture, Cognitive Walkthroughs, Competitive Analysis, Customer Journey Mapping, Affinity Mapping, Insight Synthesis.
- **AI & Automation:** Generative AI (Midjourney, Claude, ChatGPT, Gemini), Prompt Engineering, AI-assisted Rapid Prototyping.
- **Technical Skills:** Front-End Development Fundamentals (HTML/CSS), JavaScript.
- **Tools:** Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Framer, Sketch, Miro, Proto.io, ProtoPie, Lovable, Bolt, Cursor, Notion, Glide, Keynote, Editor X.