Neha Raut – UX Designer

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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: I300 Human-Computer Interaction Design and I360 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, **Communication (User Experience) Designer** (Hybrid – Bangalore, India)   **Jun 2024 – Jun 2025**
- Worked on the conception and execution for an interactive campaign experience for the Indian Premier League, ensuring usability and accessibility for millions of users, driving 333M+ impressions and 404K+ engagements.
- Defined user flows, wireframes, and interaction models for the Sprint 2024 product launch website, translating 70+ business and technical requirements into customer-facing visual narratives.
- Played a key role in designing customer-facing presentations, interactive digital assets, and visual storytelling materials for Razorpay's flagship FTX event, operating within established branding guidelines to drive engagement, contributing to 7.3M impressions and 111K+ engagements.

Gandhi & Neru, **Founding User Experience Designer** (Mumbai, India)   **Nov 2021 – May 2024**
- Designed the UX, UI, and style guide for a fantasy investment web app for TechSparks by YourStory, creating interactive prototypes and collaborating closely with engineers; shipped a live product with 603 users, 1.1K investments, and INR 152.5 Cr in virtual funding.
- Redesigned end-to-end user flows and service workflows for a catering platform, reducing reliance on WhatsApp by 45% through improved information architecture and usability.
- Conducted user interviews, competitive analysis, and usability evaluations to identify friction points, iterating on interaction design to improve conversions by 10% for a client-facing web platform for a life coach.

Design Consultant, Self-Employed (Mumbai, India)   **Sep 2020 – May 2024**
- Drove the user research, usability audits, and UI redesign for a digital transformation company, improving task clarity and onboarding flows, increasing first-time user engagement by 30%.
- Designed and shipped a responsive website for a lighting solutions company, aligning visual language and interaction patterns with brand goals, resulting in a 25% increase in website traffic.

PROJECTS

- **Industry-Sponsored Website Redesign, Indiana University Libraries**
  Improved the library website experience by assessing the information architecture, mapping core user journeys, and refining interaction flows to reduce friction and improve usability for students and researchers.
- **Unified Equipment Management Platform, InnoQuest Competition**
  Developed a unified equipment management platform concept for construction companies by defining operational pain points, shaping user flows and wireframes, and reaching the final round with a special mention.

CORE COMPETENCIES

- **Design Skills:** UX/UI Design, Interaction Design, Experience Design, Human-Centered Design, Design Systems, Wireframing, Prototyping, Responsive Design, Visual Storytelling, Design Thinking.
- **Research Methodologies:** User Research and Interviews, Information Architecture, Usability Testing, Cognitive Walkthroughs, Contextual Inquiry, Competition Analysis, Customer Journey Mapping, and Affinity Mapping.
- **Technical Skills:** Front-End Development Fundamentals (HTML/CSS), JavaScript.
- **Tools:** Figma, Adobe Suite (XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Midjourney, Sketch, Miro, Proto.io, ProtoPie, Lovable, Bolt, Glide, Framer, Jitter, Keynote, Notion, and Editor X.

COMMUNITY ENGAGEMENT

- Save Indian Farmers, World Kindness Movement, Purane Se Naya.