Naini Bansal | Sr. Product Designer

Philadelphia, PA   203-909-5497   **nb@nainibansal.com**   **Linkedin**   **My Portfolio**

Product Designer with 5 years of experience designing intuitive, high-impact mobile and web applications across fintech, adtech, and architectural tech. Skilled in UX strategy, design systems, and data-driven design solutions that balance user needs with business goals.

EXPERIENCE

Head of Product and Design, SKB Accounting LLC - Philadelphia, PA   **06/2023 – Present**
A tech-enabled boutique accounting firm specializing in end-to-end bookkeeping and tax preparation services for SMBs. in the U.S.

- Achieved a 75% reduction in project delays and a 30% decrease in development costs by managing a cross-functional team of 10+ engineers and designers, implementing agile methodologies, and driving UX-focused strategies to optimize product delivery.
- Led complete redesign of B2B SaaS mobile application, leveraging user feedback to improve usability and drive a 30% increase in user satisfaction, operational efficiency, and customer retention through data driven design solutions..
- Leveraged Anthropic Claude LLM API and UiPath: Automation Platform to automate manual bookkeeping and client communication workflows, reducing labor costs by 25% and targeting a 15% increase in EBITDA through improved operational efficiency.
- Designed and led targeted usability testing, onboarding programs, and hands-on training for internal users and clients, to uncover key friction points and implement solutions that improved platform usability by boosting user productivity by 60%.
- Spearheaded the modernization of a legacy project management and client communication web application, leveraging UX principles, user research, and iterative design to improve usability, optimize infrastructure, and scale the team's capacity to manage 10x more client projects, fueling business growth without added costs.
- Designed and developed a landing page, driving a 115% increase in ad impressions and significantly improving lead generation.

Mentor, ADPList.org, Remote   **01/2023 – Present**
A global mentoring platform that connects designers and product professionals with mentors for career growth and skill development.

- Recognized as a Top 100 Female Mentor in Generalist Product Management, mentoring 29+ professionals through 1:1 sessions to empower them in navigating career transitions, strengthening problem-solving skills, and advancing within the tech industry.

Product Designer, Kargo - Manhattan, NY   **04/2022 – 06/2023**
A leading digital advertising technology company that delivers engaging ad experiences across mobile and desktop platforms.

- Led the creation of Kargo's first unified design system, designing 30+ components in Figma and establishing a structured review process with developers for bit.cloud implementation. Initiated and ran weekly design critiques, component documentation, and handoff that cut development time from 4 weeks to 1 week.
- Led design for internal tools used by 200+ employees and a MVP of the new customer facing B2B platform, delivering 20+ feature enhancements that reduced task completion time by 4–5 minutes per workflow.
- Designed and conducted customized end-to-end research initiatives - such as user interviews, usability studies, and A/B tests - throughout the design process to ensure alignment of proposed design solutions with not only user needs but also business goals.

Product Designer, Virtual Construction Lab of Schuco - Manhattan, NY   **01/2021 – 04/2022**
A think tank of Schuco International, focusing on creating innovative advanced digital technologies for the AEC industry.

- Led the design efforts of the new company website and newsletter initiative.
- Automated repetitive workflows using C#, enhancing design accuracy and reducing production time by 75-80%.

UX/UI Design Consultant, Indigo Olive Software - Remote   **09/2020 – 03/2022**
A SaaS company providing innovative software solutions for business process automation.

- Created three logos and 150+ custom icons for Indigo Olive's SaaS Application.
- Collaborated with frontend developers to create user friendly interfaces by debugging and red-lining UX solutions.
- Storyboarded and produced 18 training videos for users.

EDUCATION

Pratt Institute, Brooklyn NY   **08/2015 - 05/2020**
Bachelor of Architecture with a concentration in Morphology and a minor in Construction Management
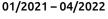
TOOLS

Design: Figma, Adobe XD, Illustrator, InDesign, Photoshop, Adobe Express, Miro, Canva, Spline, Uizard, DALL-E, Midjourney, Galileo, Rhino 3D, Revit, AutoCAD, Grasshopper, VRay

Development & Documentation: C#, HTML/CSS, SQL, FigJam, Maze, Monday, Notion, Jira, Webflow, Framer, Shopify, Cursor, GitHub, Confluence, Google Suite, Microsoft Office, Salesforce, Rhinocommon API, Anthropic API, Quickbooks API