Neha Sharma

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SENIOR PRODUCT DESIGNER

Portfolio : https://nehasharma-design.framer.website | Dribbble

Senior Product Designer with 7+ years of experience shaping complex consumer and enterprise products across AI, SaaS, fintech, and healthcare. Experienced in taking ambiguous problem spaces from discovery to product direction and launch, combining user research, analytics, experimentation, and systems thinking to define intuitive experiences. Strong background in AI-powered products, 0 to 1 products, product thinking, design strategy and emerging technologies. Experience leading small team of designers, cross-functional stakeholder management, adaptive leadership to deliver measurable user and business impact.

Selected Impact :

- Leading end-to-end design of our first AI-native product, an AI-powered fitness coach - defining interaction patterns for personalized coaching, recommendations, & feedback balancing transparency, & user control at CureFit
- 45L in quarterly savings with identifying and implementing out offers checkout gap at CureFit
- 6.5% increase in revenue by launching a new product Swim PT with a lean team in just 2 weeks at CureFit
- 85% increase in onboarding completion through journey redesign and experimentation at CureFit
- 12% increase in trial sign-ups through activation and conversion experimentation at CureFit
- 15% increase in memberships through improvements across discovery & purchase journeys at CureFit
- 10M+ users impacted across consumer and enterprise products at Zeta
- 80M recurring annual revenue by demoing our critical Disputes Management System designing and developing it within 6 weeks at Zeta

Core Strengths

- **Design leadership & ownership -** leading complex projects/verticals from problem definition through execution
- **Mentorship & team enablement -** mentoring designers, facilitating critique, & establishing scalable design practices
- **Product & business impact -** connecting user needs, product strategy, experimentation, and measurable outcomes
- **Data & research -** using quantitative and qualitative insights to identify opportunities and validate solutions
- **Cross-functional leadership -** partnering with Product, Engineering, Research, Data, and Business teams
- **Hands-on craft -** UX strategy, interaction design, prototyping, visual design, and design systems

Experience

CureFit | Senior Product Designer

Dec 2024 – Present | Bengaluru, India

AI Products · Growth & Retention

Lead product design for AI-powered consumer products, growth experiences, and internal platforms - partnering with Product, Engineering, Data Science, and Marketing to define product direction and deliver measurable user and business outcomes.

- **AI Trainer 0→1:** Led discovery, interaction design, prototyping, experimentation, and launch of an AI-powered fitness coach; defined AI interaction patterns, onboarding, trust signals, and feedback loops in collaboration with AI and engineering teams.
- **Growth:** Redesigned onboarding using user research and experimentation to drive an 85% increase in completion. Ran activation and conversion experiments that lifted trial sign-ups by 12% and improved membership growth by 15% through discovery and purchase redesigns.
- **Platform & 0→1 Products:** Launched AI Trainer, Yoga Circle for Seniors, Pilates, GLP-1, SBM, and Swim PT from 0→1; owning discovery, journey definition, experimentation, and execution. Redesigned the Lead Management platform to improve sales task adherence by 92%.
- **Initiatives**: Established scalable experimentation and UX documentation practices across the design team. Founded The Circle, an initiative to increase employee engagement and team productivity.

Zeta | UX Designer II

Mar 2022 – Dec 2024 | Bengaluru, India

Designed enterprise banking and fintech products serving 10M+ users across India and US markets, focusing on

scalable, secure workflows for B2B SaaS and embedded banking.

- Led end-to-end design for complex enterprise workflows - dispute management, support center, operations center, embedded banking, and mobile banking - translating business, compliance, and user needs into usable, scalable product experiences.
- Spearheaded our most complex and critical project Disputes Management System for banks getting a US based bank with 80M recurring revenue annually.
- Led Credit Line on UPI embedded banking platform, helped evolve a Flutter-based design system used across multiple products which led to our first customer HDFC Bank to launch CLOU.
- Expanded reusable component libraries and design guidelines to improve consistency and accelerate design-to-development hand-off.

Cognizant Technology Solutions | Product Designer

Jul 2019 – Feb 2022 | Chennai, India

Designed enterprise automotive products for Toyota and others, translating complex workflows and business requirements into intuitive and coherent experiences.

- Conducted usability audits, heuristic evaluations, and accessibility reviews to identify and resolve experience gaps.
- Built scalable component-based frameworks that improved design consistency and accelerated product delivery.
- Collaborated closely with cross-functional teams to align design solutions with engineering, product, and client requirements across their Japan, Mexico and US team.

Education

B.Tech, Information Technology
SRM Institute of Science & Tech | 2015 – 2019

Recognitions

- Product of the Year Nominee - Pilates & Swim PT | CureFit 2025
- Rising Player of the Year | CureFit 2025
- Outstanding Performance Award | Zeta 2025
- Outstanding Performance Award | Zeta 2024
- Ultimate Team Award | Zeta 2024

Talks and Workshops

- Creative Problem Solving | Himalayan Institute of Design & Arts 2024
- Usability Testing Workshop | Growth School 2023

Tools and Techstack

Figma • Adobe Creative Suite • Framer • Lovable • Codex • Sora • Veo 3 • ElevenLabs • Android Studio • XCode • Confluence • Metabase