

# NEHA GOSWAMI

San Francisco, CA | [nehagoswami720@gmail.com](mailto:nehagoswami720@gmail.com) | +1 8128376824 | [LinkedIn](#) | [Design portfolio](#)

Product Designer specializing in 0→1 design across B2B, B2C, and AI-driven experiences. I combine visual craft with end-to-end product thinking to solve mission-driven problems, helping businesses grow and people live better.

## WORK EXPERIENCE (3 years)

### UX DESIGNER 2 | [Personify Health](#)

Apr 2025- Feb 2026

*Personalized Healthcare | AI | B2B2C | Mobile | Web | 0-1 Product Design*

*Chicago, USA*

- Improved task completion time by **28.6%** for **25M+ users** by leading the end-to-end redesign of Settings and Notifications experience across web and mobile, replacing a fragmented preference system with a unified, scalable experience.
- Reduced friend request errors by **18%** by identifying root causes of drop-off and driving design fixes across visual hierarchy, performance, and interaction patterns.
- Shaped **AI-powered personalization** initiatives for **25M+** members by partnering with clinicians, data analysts, design leadership and product to design goal-driven discovery experiences.
- Partnered with the UX Research team across usability testing, user interviews, and workshops, contributing to research that shaped product direction and design decisions.
- Strengthened the Groove design system through new component contributions and pattern refinements, supporting consistency across Personify's product ecosystem.

### FOUNDING PRODUCT DESIGNER | [Miss Poppins Inc.](#)

Jul 2024- Apr 2025

*HealthTech startup | B2B2C | Mobile | Web | 0-1 Product Design | PLG | Multi-sided marketplace*

*California, USA*

- Increased task completion rates by **30.4%** by leading the 0→1 design and launch of a full-service practitioner dashboard used by **100+ coaches** across **50+ care** categories to manage clients, appointments, communications, and services.
- Reduced package viewing drop-off rates by **18%** and increased bookings by **30%** by designing a 0→1 search and discovery experience on the mobile app.
- Reduced bounce rates by **20%** by designing an end-to-end coach discovery and booking experience on the website, eliminating critical friction across the funnel.
- Informed product strategy by leading end-to-end UX research and partnering directly with the Founder, Head of Growth, and Head of Engineering on roadmap and feature prioritization.

## LEADERSHIP EXPERIENCE

### ASSOCIATE INSTRUCTOR (Visual design for HCI/d and Web)

Jan 2023- Nov 2023

*Luddy School of Informatics, Computing & Engineering*

*Indiana, USA*

- Mentored **120+** students in visual design, web accessibility, and design fundamentals (Adobe Photoshop, Illustrator), through hands-on guidance and structured curriculum.

## TOOLS AND SKILLS

- **Design and Strategy:** Product strategy, design systems, interaction design, information architecture, visual design, responsive design, accessibility (WCAG), AI-driven personalization, high-fidelity prototyping, data-informed design strategy
- **Research and Evaluation:** User interviews, usability testing, heuristic evaluation, competitive analysis, contextual inquiry, affinity mapping, QA testing, A/B testing, personas, user journey mapping
- **AI Tools:** Claude Code, Figma Make, v0, Replit, Lovable, Perplexity, ChatGPT
- **Software:** Figma, Miro, Jira, Asana, Mixpanel, Visual Studio Code
- **Code:** HTML/CSS

## PROJECTS

**Wander:** <https://trywander.vercel.app/>

Mar 2026

*Webapp | AI assisted design | Vibe coding*

- Designed and shipped a web app for anonymously sharing experiences using Claude Code and Figma, going from concept to live product in one week.
- Architected the technical stack using Supabase for database management and Vercel for deployment and hosting.
- Used Claude for brainstorming, ideation, and writing product requirement documents (PRDs) to define scope and features.
- Leveraged ChatGPT for competitive research and validating design decisions early in the process.

## EDUCATION

**Indiana University Bloomington | Bloomington, Indiana**

May 2024

*Master of Science in Human-Computer Interaction/Design | GPA- 3.7*