

Neha Yaragatti

Product & UX Designer

✉ neha.u.y@gmail.com

☎ +91 7665695000

🌐 nehayaragatti.com

📍 Bengaluru, India

Education

Homologation in Industrial Design,
08/2021 - 02/2022

@Delft University of Technology, the Netherlands

In this programme, I learned to design for people and gained insights about the role of business strategies in relation to product/service innovation. I worked on 4 **Projects - User Context, Business & Strategy, Form & Experience, Sustainability**

B. Tech in Mechanical Engineering,
2017 - 2021

8.86 CGPA, @Manipal University Jaipur

Bachelor's Project: Developed design taxonomies to identify design requirements that cater to **needs of the elderly**, streamlining the redesign of existing products. I presented two papers at international and national conferences.

Skills

RESEARCH

User Research and Analysis (Qual & Quant)
Participatory Research
Strategic Research and Design

DESIGN

UI/UX Design, Wireframing
Rapid Prototyping
Sketching, CAD, 3D Rendering

SOFTWARE

Webflow, Figma, Adobe XD
Adobe Illustrator, InDesign, Photoshop
Fusion 360, Keyshot
Miro, Google Suite, MS Office Suite

I'm a Product and User Experience Designer who blends design with strategic thinking to craft impactful solutions. My approach prioritizes research, data-driven insights, and a deep understanding of user needs to create simple and memorable solutions.

Experience

GIFTBEE AUSTRALIA PTY LTD. | PRODUCT & UI/UX DESIGNER |
01/2024 - Present

Giftbee revolutionizes gift-giving with flexible, personalized, and eco-friendly solutions. At Giftbee, I've been instrumental in enhancing the platform's design, including rebranding efforts and website design.

I have simplified user journeys, improving the customer experience and easing development by cutting unnecessary steps and features.

My work focuses on continuously refining the platform with new features, supporting Giftbee's mission of reducing waste and promoting thoughtful gifting.

FREELANCE UI/UX DESIGNER | 09/2023 - 01/2024

I designed the onboarding & purchase flow for business insurance coverage packages for a business insurance company Covrzy.

I worked with a non-custodial yield optimization and Crypto asset management start up called Yieldmos to design their dashboard and strategies page.

PREIMAGE, BENGALURU | UI/UX DESIGNER | 09/2022 - 07/2023

As a solo designer, I designed the Preimage Responsive Web App and Viewer, ensuring a seamless user experience for project creation, project sharing, project and workspace management, and other requirements of photogrammetry projects. I designed the Preimage.ai website.

Conducted **user and competitor research**, conducted **remote moderated usability testing** to improve platform usability. **Led regular critique sessions** with the team to maintain high-quality user experience of the platform.

GREEN TU, DELFT | COMMITTEE MEMBER | 09/2021 - 02/2022

I worked in Green TU's **Projects Committee** (the Green Office of TU Delft), **initiating and executing sustainability projects** for TU Delft, including reducing single-use coffee cups on campus.

GREEN ETHOS, GOA | DESIGN INTERN | 03/2021 - 05/2021

As an intern, I focused on ideation and problem definition for an **interactive Information Dissemination System (IDS)/Signage System** for schools, designed to appeal to the curiosity in children.

AHA! 3D, JAIPUR | DESIGN INTERN | 08/2020 - 10/2020

Collaborated with the design team to **address design issues for their sustainable and reusable face mask** with replaceable filter cartridge. Conducted user research and explored powered mask solutions.

SOFT SKILLS

Presentation and Communication

Moderating Interviews and Tests

Facilitating Sessions

Certifications

Journey Mapping - Interaction Design Foundation

UI Design Patterns for Successful Software - Interaction Design Foundation

Complete Web & Mobile Designer in 2022: UI/UX, Figma

Google UX Design Professional Certificate (Course 1 - 5)

Innovation Through Design: Think, Make, Break, Repeat- Coursera

Autodesk Fusion 360 Integrated CAD/CAM/CAE - Coursera

Awards and Publications

Best Paper Award for Technical Session-6 (iCADMA 2020)

N. Yaragatti and A. Patnaik, "A review on additive manufacturing of polymers composites", Materials Today: Proceedings, 2020.

N. Yaragatti and R. K. Gupta, "Developing Products for Elderly: PUJA Design Taxonomy", Springer Lecture Notes in Mech Engineering, 2020.

"Redesigning Products for Elderly: Generic Design Taxonomies" presented at the IFIP 18th International Conference on Product Lifecycle Management, Brazil, July 2021.