

Neelesh Ranjan

Staff / Principal Product Designer

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Summary

Staff / Principal Product Designer with 10 years of experience designing enterprise and consumer digital products across Banking, Insurance, Retail, Consulting, and Education. Owns end-to-end product strategy, UX research, and systems-level design decisions, and sets design standards across cross-functional teams.

Skills

Design Leadership | People Management | Team Mentoring | Design Operations | Cross-functional Leadership | Stakeholder Management | UX Research & Synthesis | Interaction & UI Design | Usability Testing & Heuristic Evaluation | Information Architecture & Wireframing | Figma, Adobe XD, Miro, InVision | Service Design & Systems Thinking | Accessibility & Inclusive Design | Agile & Cross-Functional Collaboration | Strategic Design & Roadmapping

Experience

Capgemini – Senior Design Manager – UX and Design Strategy

Sept 2025 – Present | Pune, India

- Lead a team of 10 UX researchers and product designers, delivering a portfolio of 20 client engagements across banking, insurance, utilities, and enterprise domains.
- Drove UX research and redesign of a client chatbot experience, increasing digital adoption from 17% to 60%.
- Built out a new design services offering for the practice, expanding the portfolio beyond delivery into strategy-led engagements.
- Grew the team through hiring and established weekly design critique forums and structured 1:1 mentorship, raising craft consistency across engagements.
- Facilitate Design Thinking workshops and co-creation sessions with clients to identify opportunities and align business and user needs.

Alliance University – Assistant Professor – Interaction Design

Jun 2024 – Sept 2025 | Bengaluru, India

- Delivered design courses and workshops on UX principles, systems thinking, and HCI.
- Mentored 100+ design students, improving student prototype quality by 40%.
- Led academic-industry collaboration through seminars and live projects.

Freelance Design Consultant

May 2023 – May 2024 | Bengaluru, India

- Conducted UX audits and delivered actionable design improvements for 4+ startups.
- Reduced user drop-offs by 25–40% through research-led interface refinements.
- Designed wireframes and journey maps that increased feature adoption by up to 35%.

Citi Group – Lead Product Designer

Aug 2021 – Apr 2023 | Dallas–Fort Worth, USA

- Redesigned product detail pages, increasing hero engagement by 40%.
- Conducted usability testing that improved bank application rates by 55% and card applications by 64%.
- Collaborated with global agile teams to double acquisition on Citi.com during the product release cycle.
- Initiated weekly design critiques and mentored junior designers.

Democracy Lab – UX Researcher (Remote, Part-time)

Jun 2021 – Aug 2021 | Seattle, USA

- Identified usability gaps in volunteer platform onboarding.

- Delivered insights that increased task completion by 28%.

Deloitte x SCADPro – Product Design Lead

(Internship Project) Sep 2020 – Nov 2020 | Savannah, USA

- Conducted user research and designed new recruiting experience.
- Improved HR process visibility by 25% through strategic frameworks and high-fidelity mockups.

Shivalik Prints – Lead Product Designer

Sep 2018 – Jun 2019 | Haryana, India

- Delivered UI and visual systems for Walmart, H&M, JCPenney, and more.
- Reduced development time by 20% through modular UI components.

CSG Apparel (Ricky & Micky) – Senior Product Designer

Dec 2017 – Sep 2018 | Bengaluru / New York

- Led redesign of brand platforms, increasing conversion by 45%.
- Strategized brand growth resulting in 50% business scale-up.

Landmark Group (Easy buy) – Executive Product Designer

Nov 2016 – Dec 2017 | Bengaluru, India

- Designed product pages that increased online orders by 38%.
- Streamlined communication between design and dev, reducing rework by 25%.

Future Group (Central Mall) – Visual Experience Designer

Jun 2016 – Nov 2016 | Bengaluru, India

- Designed store layouts and retail visuals that improved wayfinding efficiency by 35%.
- Created brand guidelines used across 15+ outlets to speed up project delivery 3x.

Education

Savannah College of Art and Design (SCAD), USA — Master of Arts in Design Management (STEM) — 2019 – 2021

National Institute of Fashion Technology (NIFT), Bengaluru — Bachelor of Design – Textile Design — 2012 – 2016

Certifications

- UX Design Fundamentals – Coursera (CalArts)
- Visual Elements of Interface Design – Coursera (CalArts)
- Brand Strategy – LinkedIn Learning
- Design Leadership – Stephen Gates
- AI in UX Design – Self-led

Client and Domain Experience

- Banking & Financial Services
- Insurance
- Utilities
- Enterprise Digital Transformation