Neha Balse

Product Designer

balse.neha@gmail.com

510.299.3378

www.nehabalse.com

Experience

ChartHop | Product Designer

October 2021 - June 2023

- Designed a fully customized approval workflow builder with extensibility to other automation tasks
  - Collaborated with product management and engineering to develop a visual query builder
  - Created a comprehensive task flow considering all edge cases and potential error states.
  - The release of this feature gave access to a larger user base and increased the number of customers that upgraded to higher paying product
- Improved product usability for non-technical users by creating tools such as a sync issue triage center, a spreadsheet import wizard to reduce support tickets, and a streamlined job creation and editing feature
- Worked closely with the design system manager to expand the library of design system components
- Conducted UX research, via user interviews and usability testing. Led design workshops with users and internal stakeholders to gather valuable insights and feedback.

Komprise | UX/UI Designer

August 2019 - October 2021

- Designed a replication platform that enabled users to initiate data backups. This product played a key role in securing a $4 million deal within just two months of its inception.
- Redesigned Komprise's Data Stores product, providing users with a comprehensive solution to monitor all of their data across various storage platforms
  - Collaborated closely with product and customer success teams to gather feedback and create user personas, effectively identifying user goals and needs.
  - Developed workflows to enhance searching, filtering, and bulk actions across different data types and providers. Introduced customizable table views and multi-level sorting capabilities.
  - Worked with engineering teams to optimize design for faster performance and extensibility of the product

Komprise | UX/UI Design Intern

May 2019 - August 2019

- Redesigned layout for an activity monitoring tool to include data visuals, relevant metrics, and error reporting

Freelance | Product Designer, UX Researcher

January 2019 - August 2019

- Designed an end-to-end user workflow prototype for a Mobility as a Service (MaaS), mobile application
- Produced an extensive user research report focused on the debt collection industry, providing insights and recommendations on employee motivation and incentivization strategies.

Skills

Design	Information architecture, wireframing, prototyping, interaction flow maps, prioritization, collaboration
Research	User interviews, usability testing, user personas, empathy mapping, user journey mapping, competitive analysis
Tools	Figma, Sketch, Adobe XD, InVision, Photoshop, Illustrator, Zeplin, Balsamiq, Miro, Whimsical

Education

Designlab | UX Academy, Design 101

June 2018 - November 2018

San Diego State University | Criminal Justice Administration, B.S.

September 2011 - January 2015