Harshal Naik

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Summary

UX Designer with experience in financial platforms, from wealth management tools that boosted account openings to B2B/B2C payment systems processing billions in transactions. Skilled at leveraging user data and research to drive design decisions, while leading design consistency and scalable systems across complex products.

Experience

UX Designer *July 2021–Present*
Photon (at Citibank), Dallas, TX

- Transitioned a legacy corporate payments platform into a modern visual system adopted by 5,000+ global clients, supporting billions of dollars in weekly transactions.
- Enhanced user experience for a high-traffic payments platform by applying user data insights, streamlining workflows that support $4M+ in daily transactions.
- Increased wealth account opening rates by 12% through cross-functional collaboration, research, and usability testing to redesign onboarding flows.
- Boosted investment account transfer completion rates by 36% by optimizing customer journeys using data-driven insights and user research.
- Directed the creation of two product marketing pages in partnership with marketing, product management, development, and legal teams, ensuring compliance and alignment.
- Onboarded and mentored new designers, cultivating a collaborative, high-performing design team and elevating overall design maturity.
- Led design-driven product decision-making processes, championing user-centered approaches across multiple initiatives.

UX Designer *August 2020–May 2021*
Studytable, Indianapolis, IN

- Developed a user-friendly web portal that centralized essential academic information, empowering students to make informed decisions when selecting majors.
- Conducted nine in-depth user interviews and analyzed over 130 survey responses to identify and prioritize key customer pain points.
- Applied user research insights to build personas, map user flows, and contribute to brainstorming sessions, driving idea generation and design alignment.

Education

Master of Science in Human Computer Interaction *Aug 2019-May 2021*
INDIANA UNIVERSITY, Indianapolis, IN

Bachelor of Engineering in Computer Engineering *Aug 2015-May 2019*
GUJARAT TECHNOLOGICAL UNIVERSITY, Gujarat, India

Skills

Wireframing, Interaction Design, Prototyping, Visual Design, Usability Testing, Information Architecture, Journey Mapping, User Persona, SWOT Analysis, Accessibility Design, Design Thinking, Agile Methodology, Design System, Project Leadership, Cross-Platform Design, Figma, Sketch, Adobe