

Sneha Nemali

Product Designer | IF Design Awardee 2020

Designing experiences since 2017

Thinking for customers since 2012

www.snehanemali.com

nemali.sneha92@gmail.com

For my **curious mind** simplifying complex problems through **humane experiences** keeps me going. I enjoy finding the best solution by crafting the **right narrative**.

My curiosity **did not** kill the cat, instead:

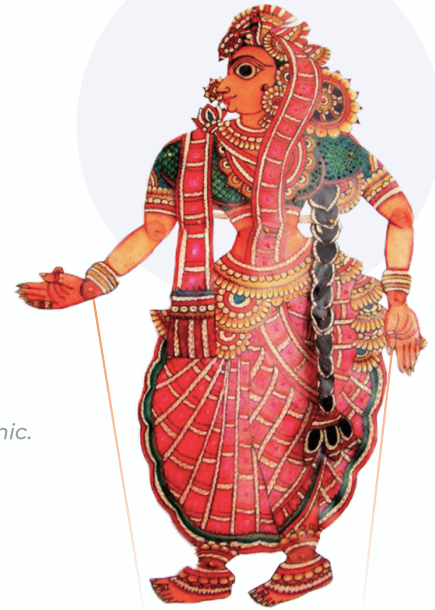
Delivered features that meet the jobs of our CX user with Get Feedback.
(UX for CX - diving into customer journeys and distilling the best solutions)

Designed *Ida*, an intelligent dairy farmer's assistant.
(Where board meetings are at a farmer's barn - tech meets agriculture)

Worked with 30+ brands to establish their digital stores online during the pandemic.
(This also included building high performance multidisciplinary teams, stakeholder management & communication, product vision)

Designed and built a market-ready mindfulness application for a smart ring.
(Pssst: not bragging but this won an award)

Delivered user-end solutions in the form of apps for brands as an entrepreneur.
(On the hindsight, this was quite an early entrepreneurial foray)



■ Masters

M.A Advertising & Design

University of Leeds, United Kingdom

Batch of 2017 - Distinction

■ Skills

UX, UI & Interaction design

Visual design

User research

Persona analysis

User journey mapping

Concept testing, User testing

Product vision

Development support

Design lead

■ Software

Figma

Sketch

Invision

Adobe XD/ Illustrator/

Photoshop/ InDesign

■ Product Designer II @ Momentive

Amsterdam, Jan 2022 - Present

Leading design for the Collect & Plan domains of Get Feedback - a CX tool. Part of the triage with product and engineering, responsible for planning roadmaps and features executions for the product.

■ UX Designer @ Connecterra BV

Amsterdam, March 2021 - Dec 2021

Delivered better user experiences across a SaaS platform - *Ida*, a tool to make dairy farming more predictive, efficient and sustainable with the help of data.

■ UX & Design Managing Consultant @ Boring Commerce

Hyderabad, March 2020 - February 2021

Built and trained a team of 10 designers who worked with 30+ brands translate their brand experiences into the virtual marketplace during the pandemic.

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www.linkedin.com/in/snehanemali

www.instagram.com/snehanemali

Undergraduation

B.A Mass Communication & Journalism

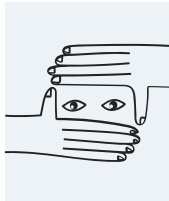
Osmania University, India

Batch of 2013

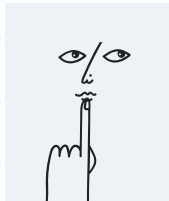
Intrapersonal Skills



T-Shaped



Solution-Lead



Curious



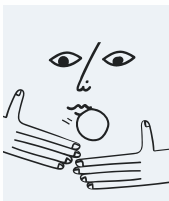
Self-Aware



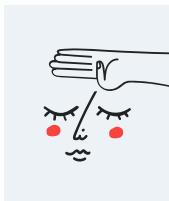
Self-Motivated



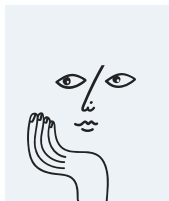
Self-Critical



Transportable Skills



Enduring Relationships



Meaningful Experiences

Awards



dhyana - The wearable and the mobile app won the prestigious iFDesign Award 2020 @ Germany.

References

Erica Weiss Tjader

VP Design & Research, Momentive
ericat@surveymonkey.com

Pedro Do Ó

Design Manager, Momentive
pdoo@surveymonkey.com

UX Designer @ Avantari

Hyderabad, November 2018 - November 2019

Managed and lead the team in building the app experience for **dhyana** (a smart ring for meditation). Married the wearable with an app, helped bridge mindfulness with technology.

Co-Founder & UX Designer @ Turquoise Tales Design Studio

Hyderabad, March 2015 - November 2018

An entrepreneurial journey that involved end-to-end delivery of creative & UX lead solutions for brands.

Intern Digital Media Strategist @ N-Ergy

Wetherby, November 2017 - January 2018

UX Intern @ DXC Technologies

Newcastle, May 2017 - September 2017

Social Media Strategist & Content Marketeer @ WASP Mobile

Hyderabad, June 2015 - September 2016

Content Analyst @ Cupick

Hyderabad, December 2014 - June 2015

Quality Analyst @ Amazon

Hyderabad, January 2014 - September 2014

Customer Experience Executive @ Amazon

Hyderabad, June 2013 - January 2014

Customer Experience Intern @ Amazon

Hyderabad, September 2012 - January 2013