

NEHAL RANA

PRODUCT DESIGNER · UX/UI DESIGNER · SAAS PRODUCT DESIGN

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PROFESSIONAL SUMMARY

Product/UX/UI Designer with **3+ years** of dedicated experience designing SaaS products and complex digital workflows, supported by **6+ years** of combined experience across UX design, business analysis, and visual design. Skilled at translating complex business requirements into intuitive, scalable, and responsive product experiences—spanning user flows, information architecture, wireframes, interactive prototypes, and high-fidelity UI design. Strong background in B2B SaaS, cross-functional collaboration, and independently driving design projects from concept through implementation.

CORE COMPETENCIES

Product Design · UX Research · Information Architecture · User Flows · UX/UI Design · Wireframing · Interactive Prototyping · Responsive Design · Design Systems · Accessibility (WCAG) · Interaction Design · Visual Design · Usability Testing · Design Thinking · AI-assisted Design · SaaS Platforms

SELECTED PRODUCT WORK

- Cruise Cabin Selection Experience:** Redesigned cabin discovery and selection workflows, improving usability and simplifying multi-step booking interactions.
- Cruise Search & Booking:** Improved search, filtering, navigation, and information hierarchy for a more intuitive booking experience.
- Design System:** Created reusable components and responsive patterns that improved design consistency and developer efficiency.
- AI-assisted Product Design:** Integrated AI into research, ideation, documentation, and UI generation while maintaining user-centered design principles.

PROFESSIONAL EXPERIENCE

UX/UI Designer — Odysseus Solutions Pvt. Ltd. **2024 – Present** · Vadodara, India
Designed end-to-end UX/UI for a global cruise booking SaaS platform, working across product, engineering, and QA teams.

- Led design across multiple modules from user flows and wireframes to high-fidelity interfaces.
- Built responsive, accessible experiences across desktop, tablet, and mobile.
- Contributed reusable components to the design system, improving consistency and efficiency.
- Ensured accurate design handoff through close collaboration with engineering.
- Used Claude AI, Figma Make, and Magnific AI to accelerate research, ideation, and UI generation.

UX/UI Designer — Phonon Communications **Jan 2024 – Apr 2024** · Vadodara, India

- Designed user flows, wireframes, prototypes, and UI solutions for communication-focused SaaS products.
- Created brand-aligned interfaces that improved product consistency and usability.
- Collaborated with stakeholders to translate product requirements into intuitive digital experiences.

UX Design Intern — Zero Designs

Aug 2023 – Dec 2023 · Ahmedabad, India

- Conducted user research, usability studies, and competitive analysis for digital products.
- Developed information architecture, user flows, wireframes, and interactive prototypes.
- Applied user-centered design principles to identify problems and explore product solutions.

Business Analyst — Ability Works Rehab

2014 – 2017 · Michigan, USA

- Contributed to a 20% reduction in process time for electronic medical-record workflows.
- Created process models and documented business requirements to support workflow improvements.
- Analyzed operational processes and collaborated with teams to identify pain points and improvements.

EDUCATION		CERTIFICATIONS	
MBA	2013	Google UX Design Professional Certificate	2023
University of Massachusetts Lowell, USA		Computer Science & Information Technology Certification	2018
Master of Visual Arts	2010	Palomar College, California, USA	
M. S. University, India			
Bachelor of Visual Arts	2008		
M. S. University, India			

TOOLS

Design:

AI:

Collaboration:

Figma · Adobe Illustrator · Canva

Claude · Figma Make · Magnific AI

Jira · Microsoft Office