NEHAL RANA

PRODUCT DESIGNER • UX/UI DESIGNER • SAAS

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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 and 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. **Jul 2024 – Oct 2026** · Vadodara, India

Designed UX/UI for a global cruise booking SaaS platform, working across product, engineering, & 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/UI 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 Services LLC **Apr 2014 – Jul 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.

Business Analyst Intern — Smart Works LLC **Sep 2013 – Mar 2014** · New Jersey, USA

- Researched SDLC methodologies: Agile, Waterfall, and RUP.
- Conducted As-Is/To-Be Gap Analysis and presented findings to senior management.
- Modeled business processes using UML (Use Case, Sequence, and Activity Diagrams).

Independent Sculptor | Project Execution **Jul 2010 – Jul 2011** · Vadodara, India

- Managed 5–6 sheet-metal sculpture projects simultaneously, from concept through fabrication and final completion.
- Coordinated with multiple vendors and fabricators for materials, production, and execution.
- Independently managed timelines, dependencies, and problem-solving, taking full ownership of projects.

EDUCATION

MBA **2011 - 2013**
University of Massachusetts Lowell, USA

Master of Visual Arts **2008 - 2010**
M. S. University, India

Bachelor of Visual Arts **2004 - 2008**
M. S. University, India

CERTIFICATIONS

Google UX Design Professional Certificate **2022 - 2023**

Computer Science and Information Technology Certification **2017 - 2018**
Palomar College, California, USA

TOOLS

Design: Figma · Adobe Illustrator · Canva
AI: Claude · Figma Make · Magnific AI
Collaboration: Jira · Microsoft Office