Neha Kodi

Design Researcher & Strategist

With a superpower of synthesis and a multi-disciplinary background, I deliver compelling market and consumer insights through human-centered, data-driven, and AI-empowered research to inform viable opportunities for novel solutions.

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PROFESSIONAL

Senior Strategy Consultant propelland (May 2023 - present)
- Optimized discovery and navigation of the software management experience for a renowned SaaS product suite by leading concept validation and usability testing to uncover behavioral insights that informed design decisions.
- Scoped, framed, and pitched strategic frameworks for new client engagements.

Design Strategy Consultant propelland (Sept 2021 - Apr 2023)
- Co-created an innovation pipeline to revitalize a multinational beverage brand through product & market insights captured by conducting consumer research.
- Defined an omnichannel retail experience for a global CPG company by validating value props and developing a go-to-market strategy for a pilot BOPIS program.
- Enabled successful launch in the US market of an award-winning health tech wearable product through strategic positioning and experience design.
- Aligned cross-functional stakeholders to triple SaaS product's MAU by delivering a viral growth hacking playbook, informed by a value-based competitive audit.
- Drove cultural transformation at a leading glass manufacturer in reimagining customer experience and loyalty by delivering an implementation roadmap.

Co-Lead Oppt for Gender Equality, OppFi (Mar 2020 - Jul 2021)
- Promoted women's rights by coordinating company-wide events such as expert panels, growth opportunities, and philanthropic engagements.

UX Strategist, OppFi (Jan 2020 - Sept 2021)
- Established and led an org-wide practice of conducting qualitative research to iteratively capture the financial needs of credit-challenged customers.
- Redesigned the web-based mobile and desktop loan application UX to reduce form frustration, improve input accuracy, and increase conversion by 12%.
- Reduced support call volumes by customizing the loan application UX with dynamic interfaces across new, returning, and refinancing customer segments.

UI/UX Designer, OppFi (Jun 2019 - Sept 2019)
- Designed and built an interactive prototype of a customer portal with enhanced self-service capabilities for loan management informed by user-centric research.

Human-Centered Design TA, NU (Sept 2018 - Dec 2019)
- Guided students through project work utilizing user research, observational methods, brainstorming, rapid prototyping, user testing, and business models.
- Mentored aspiring innovators in pursuing careers in design thinking.

UI/UX Designer, Fulcrum GT (May 2018 - Aug 2018)
- Designed, developed, and pitched with an interdisciplinary team an MVP *of* a reverse imaging trademark search software application (*patent filed)*.
- Identified project offering through competitive research and opportunity sizing, created user stories, wireframed, and tested interactive prototypes.

EDUCATION

M.S. Engineering Design Innovation
Northwestern University (NU)
Sept 2018 - Dec 2019

Design Foundation
IIT Institute of Design (ID)
Sept 2017 - May 2018

B.S. Mechanical Engineering
Carnegie Mellon University (CMU)
Aug 2012 - May 2016

CERTIFICATIONS

Professional Scrum Product Owner I
Scrum.org, *Feb 2021*
Acquired tools to empower teams through user-centric and agile product development.

Leading Complex Projects
Ideo U, *Nov 2022*
Developed frameworks to navigate ambiguous challenges and deliver transformative outcomes.

SKILLS

Tactical
Mixed methods research, service design, product strategy, visual design, workshop facilitation, rapid prototyping, data visualization, project management, client relations, business development, storytelling.

Tools
Design: Figma, Adobe CC, Canva, Webflow
Modeling: Solidworks, Rhino, 3D Printing
Testing: Qualtrics, UserTesting, Heap
AI: ChatGPT, Midjourney, Perplexity, Tome

Languages
Fluent: English, Telugu, Hindi, Spanish
Elementary: Mandarin, ASL