

# Neha Kodi

Experience Designer &  
Professional Scrum Product Owner

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## EDUCATION

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

**Design Foundation**  
IIT Institute of Design (ID)  
Chicago, IL. *Aug 2017 - May 2018*

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

## SKILLS

### Foreign Languages:

Fluent: English, Telugu, Hindi, Spanish  
Elementary: Mandarin, German

### Software Tools:

**Design:** Adobe CC Suite, Sketch, Principle, Adobe XD, InVision, Balsamiq, Figma  
**Modeling:** Solidworks, Rhino, Keyshot  
**Data Analysis:** Heap, Optimizely, SQL

**Coding Language:** HTML, CSS, Javascript

**Rapid Prototyping:** Laser Cutting, 3D Printing, Foamcore Modeling

## LEADERSHIP

**Co-Chair, Oppt for Gender Equality,**  
*Opportunity Financial, Mar 2020-present*  
Lead coordination of company-wide initiatives to promote gender equality and growth.

**Project Lead, End of Year Show,**  
*Institute of Design, Jan 2018 – May 2018*  
Supervised committees to plan, design and build annual exhibit to showcase various student projects through a compelling gallery.

**Vice President of Administration & Head of Officers Training Council**  
*Delta Delta Delta, Alpha Tau Chapter*  
*Sept 2015 – Jan 2016*

- Oversaw all officer responsibilities and relayed updates to national executives.
- Established programs to improve inter-officer relations and performance.

## PROFESSIONAL EXPERIENCE

### UX Strategist Opportunity Financial, *Jan 2020 - present*

- Lead the design vision for current and future digital customer experiences.
- Conduct qualitative user research through interviews, surveys, and interaction studies and analyze quantitative data from metrics tracking to gather behavioral insights.
- Redesigned the primary loan application to better engage customers, reduce form frustration, improve input accuracy, and increase conversion by a 6% lift.

### UX Design Intern Opportunity Financial, *Jun 2019 - Sept 2019*

- Conducted user-focused and data-driven research to identify customer pain points.
- Translated research into actionable design characteristics for customer facing portal and designed enhanced self-service capabilities for mobile & web interfaces.

### Design TA - Human Centered Product Design NU, *Sept 2018 - Dec 2019*

Assisted students through projects focused on utilizing user research, observational methods, brainstorming, rapid prototyping, user testing, and business models.

### Teaching Assistant - Mechanical Engineering NU, *Sept 2018 - Mar 2019*

Assisted faculty in guiding senior engineering students through the concept design, prototyping, testing, and documentation of design capstone projects.

### UX Design Intern Fulcrum GT, *May 2018 – Aug 2018*

- Designed, developed, and pitched with interdisciplinary team an MVP of *Scopii* (*patent filed*), a reverse imaging trademark search software application.
- Identified project offering through competitive research and opportunity sizing, created user stories, generated and tested interactive prototypes after wireframing.

## PRODUCT & DESIGN

### At First Site, Product Management, *NU Fall 2019*

- Conducted user-centered market research to validate pain points in current dating app products for users who struggle to meet matches outside of chat.
- Evaluated user needs, specified functional requirements, created interactive prototype, and identified go-to-market strategies for an event-focused dating app.

### 3M Oral Health Care, *NU Spring 2019*

- Through deep synthesis of research, developed a strategy to leverage 3M products and services in building better relationships between oral care providers and patients.
- Conducted primary user and analogous market research to understand the needs and challenges in supporting patients with their life-long oral health.
- Built business model canvas to align 3M's improved offering with its financial goals.

### Actualize Therapy UX, Integrated Design Sprints, *NU Spring 2019*

- Based on provided user research and insights, designed an improved workflow for a digital wellness app aimed to help users self-manage their mental wellness and health.

### Intox, NUvention Networked Body, *NU Spring 2019*

- Researched and developed a viable proof of concept for a discreet, wearable alcohol consumption monitoring device and mobile application to inform about tolerance.
- Worked with John A. Rogers' biometric wearable technology.

### Procter & Gamble Ventures, Managing Infant Health, *NU Winter 2019*

- Led a multi-disciplinary team through conducting immersive consumer research to identified key problem areas with current market offerings and interactions.
- Proposed differentiated solution, developed concepts, continuously iterated on and repeatedly tested digital prototypes to deliver an innovative product solution.

### VersionTwo Career Coaching, UX Research & Design, *NU Winter 2019*

- Consulted through lean methodology for a fledgling startup that offers customizable career coaching to recent graduates pivoting to a new industry.
- Continuously iterated to understand and translate user needs into defined points of interaction, design interfaces for digital solutions, and conduct user tests.

### Delta Delta Delta Carnival Booth, Design Lead, *CMU Spring 2015 and 2016*

- Led team of fifty to construct a themed, temporary two-story interactive house.
- Assembled skeleton frames and created design scheme for an interactive experience.