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## EDUCATION

### **M.S. Engineering Design Innovation**

Northwestern University (NU)

Sept 2018 - Dec 2019

### **Design Foundation**

IIIT Institute of Design (ID)

Sept 2017 - May 2018

### **B.S. Mechanical Engineering**

Carnegie Mellon University (CMU)

Aug 2012 - May 2016

## SKILLS

### **Tactical**

Qualitative & quantitative research and synthesis, workshop facilitation, rapid prototyping, storytelling, project management

### **Tools**

Design: Figma, Adobe CC, Balsamiq, Webflow

Modeling: Solidworks, Rhino, 3D Printing

Coding: CSS, HTML, SQL

### **Languages**

Fluent: English, Telugu, Hindi, Spanish

Elementary: Mandarin, ASL

## LEADERSHIP

### **Co-chair, Oppt for Gender Equality**

OppFi Mar 2020 - Sept 2021

Led 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 sub-committees to plan, design and build annual exhibit to showcase student projects through an immersive gallery.

### **Vice President of Administration**

Delta Delta Delta, Alpha Tau Chapter

Sept 2015 - Jan 2016

Oversaw all officer responsibilities and facilitated inter-officer relation dynamics.

# Neha Kodi

## Human-Centered Design Strategist (PSP0)

I integrate holistic design thinking skills with an analytical background and a persistent curiosity to solve complex problems and create novel, visceral, and impactful experiences and services.

## PROFESSIONAL

### **Service Design Strategist** propelland Sept 2021 - present

Lead multi-disciplinary teams through human-centered and data-driven research to uncover meaningful market and user insights that inform actionable strategic opportunities to guide clients in launching new business offerings.

### **UX Strategist**, OppFi Jan 2020 - Sept 2021

- Established an org-wide practice of conducting qualitative research to iteratively capture the financial needs of credit-challenged customers.
- Redesigned the online loan application to better engage customers, reduce form frustration, improve input accuracy, and increase conversion by 12%.

### **UI/UX Designer**, OppFi Jun 2019 - Sept 2019

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

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

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

### **UI/UX Designer**, Fulcrum GT May 2018 - Aug 2018

- Designed, developed, and pitched with 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.

## PRODUCT & DESIGN

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

- Developed a strategy to leverage 3M products and services in building lifetime value in oral care provider and patient relationships.
- Led primary user and analogous market research to understand the needs and challenges in supporting patients through their life-long oral health.
- Built business model to align 3M's improved offering with its financial goals.

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

Leveraged John A. Rogers biometric wearable tech to develop and pitch a viable proof of concept for a discreet alcohol consumption monitor and mobile app.

### **Procter & Gamble Ventures Infant Healthcare**, NU Winter 2019

- Led a multi-disciplinary team in conducting immersive consumer research to identify key pain points with current market offerings.
- Proposed differentiated solution, developed concepts, continuously iterated on and tested digital prototypes to deliver an innovative product solution.