

# Neha Kodi

## Design Researcher & Strategist

5 years of experience driving insights to action through human-centered, data-driven, and growth-minded innovation across B2B and B2C sectors in CPG, SaaS, Fintech, E-commerce, Healthtech, Telecoms, and Industrial Manufacturing.

### EMPLOYMENT

#### Senior Strategist, Propelland Consulting May 2023 – Aug 2024

- Led cross-functional teams through ambiguous, complex client engagements.
- Enhanced product navigation for IT management tool by leading usability testing and concept validation to improve accessibility and alignment to user needs.
- Redefined holistic role-based software management for IT SaaS platform by leading qualitative study to explore role and permission assignment routines.
- Achieved executive buy-in for +\$2Bn opportunity at global FMCG leader by building a strategic vision and roadmap to scale digital consumer engagement.
- Informed customer-centric e-commerce marketing and UX strategies for regional telecom provider by validating value props for target personas.
- Expedited discovery phase by 80% for a sneaker giant by leveraging an AI research platform to inform insights-led product design, pricing, and promotion.

#### Design Strategist, Propelland Consulting Sept 2021 – Apr 2023

- Built an innovation pipeline to revitalize a multinational beverage brand with +7% revenue growth by leading consumer research and co-creation workshops.
- Defined an omnichannel retail service with a go-to-market strategy for a BOPIS pilot for a global FMCG leader to expedite product fulfillment by 65%.
- Enabled the successful US market launch of an award-winning health wearable by developing strategic positioning informed by UX research and insights.
- Transformed customer loyalty strategy for architectural glass manufacturing leader by uncovering brand values, facilitating ideation with 30+ stakeholders, aligning executive vision, and delivering a digital transformation roadmap.

#### UX Strategist, OppFi Jan 2020 – Sept 2021

- Established and led the organization's first VOC qualitative research practice to iteratively understand and address credit-challenged consumer needs.
- Redesigned web-based mobile and desktop loan application to reduce form frustration, improve input accuracy, and increase customer conversion by 12%.
- Reduced support call volumes by 30% by enhancing user flows with dynamic interfaces across new, returning, and refinancing customer segments.

#### User Experience Designer, OppFi Jun 2019 – Sept 2019


- Designed an interactive prototype of installment loan customer portal with enhanced self-service capabilities informed by user-centered research.


#### Teaching Assistant, Northwestern University Sept 2018 – Dec 2019


- Evaluated student projects across user research, conceptualization, testing, prototyping, and business models while mentoring aspiring design thinkers.

#### User Experience Designer, Fulcrum GT May 2018 – Aug 2018

- Designed and built an MVP of a reverse image trademark search application (patent filed) through competitive analysis, wire framing, and user testing.

 Austin, TX

 757 927 6151

 nehakodi@gmail.com

 <https://www.nehakodi.com>

 <https://www.linkedin.com/in/neha-kodi>

### EDUCATION

#### M.S. Engineering Design Innovation

Northwestern University  
Sept 2018 - Dec 2019

#### Design Foundation

IIT Institute of Design  
Sept 2017 - May 2018

#### B.S. Mechanical Engineering

Carnegie Mellon University  
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 impactful outcomes.

### SKILLS

#### Tactical

Mixed Methods Research, Systems Thinking, Service Design, Product Strategy, User Testing, Communication Design, Digital Design, Voice of Customer, Prototyping, Data Visualization, Workshop Facilitation, Project Management, Client Relations, Business Design, Storytelling.

#### Tools

Design: Figma, Adobe CC, Canva, Miro, Jira  
Modeling: Solidworks, Rhino, 3D Printing  
Data: SQL, Tableau  
Testing: Qualtrics, UserTesting, Heap, Sprig  
AI: ChatGPT, Midjourney, Dall-E, Perplexity

#### Languages

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