

Nehaa Sengupta

Associate Director - Product Design

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Skills

Design

- Wireframing
- Rapid Prototyping
- Design Research
- User Interface

Technical

- Figma
- Protopie
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Miro

Collaboration

- Facilitating design workshops
- Extensive design testing
- Collaborating with developer, product owners, business team, branding & marketing team

Education

Wigan & Leigh India

Advance Diploma in Advertising & Graphic Design

Certification

The Unschool of Disruptive Design, Kuching 2019

Fellowship of Emerging Leaders

Experience

Tata Digital Pvt. Ltd

Associate Director - Product Design | 2020 - Present

I played a pivotal role in shaping the user experience of the super app Tata Neu launched in April 2022.

Currently, I lead the design effort for the E-commerce category and before this I was leading the Travel, Employee Benefit & Loyalty feature within the app, collaborating with diverse teams, including product owners, developers, and the business team, to understand their requirements and translate them into actionable design solutions.

In addition to my core design responsibilities, I serve as a mentor to a group of 6-7 designers within the team. This includes conducting regular design reviews, providing constructive feedback, and offering guidance to help them overcome challenges and develop their skills.

Deloitte Digital

Consultant | 2015 - 2020

During my tenure with Deloitte, I designed end-to-end responsive websites and native mobile applications, was a part of discovery, collaborated with other designers and and front end developers.

I worked with clients from various sectors; telecom, banking, and e-commerce. Redesigned and revamped Telstra, an Australia-based telecom company, redesigned a responsive website for Georgia Pacific, a leading manufacturing company based out of the USA.

Led a team of 2-3 junior designers, conducted design workshops and training, and mentored 10+ designers. Conducted interviews across India to expand the design team in various locations.