

NEHAA SENGUPTA

SENIOR DESIGN CONSULTANT

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EXPERTISE

- User Research & Discovery
- Wireframing & Rapid Prototyping
- Stakeholder Management
- UX Strategy & Roadmapping
- Leading 0→1 & Growth-Stage Product Design
- Design Team Mentorship & Career Development

TOOLS

- Figma, Figjam, Flides
- Claude, Claude code
- Miro
- Notion
- Confluence
- Adobe Illustrator
- Adobe Photoshop
- Sketch

EDUCATION

Advance Diploma in Graphic Design and Advertising

Wigan and Leigh Ltd,
Mumbai

2011 - 2014

CERTIFICATION

The Unschool of Disruptive Design, Kuching 2019

Emerging Leaders
Fellowship

2019

ABOUT ME

Senior product design leader with 11 years of experience driving business impact through user-centered design and cross-functional collaboration. Skilled at building design foundations for large-scale platforms and leading high-impact redesigns for global brands, solving complex problems with a first-principles approach.

WORK EXPERIENCE

FRACTAL ANALYTICS PVT.LTD

SENIOR DESIGN CONSULTANT - 22ND SEPT 2025 TO PRESENT

- Senior Designer at Cogentiq E-commerce (Fractal Analytics), an agentic AI product helping brands optimize stock, visibility, and growth across every ASIN. Part of the founding team, shaping product design since inception.

TATA DIGITAL PVT. LTD

ASSOCIATE DIRECTOR PRODUCT DESIGN - 1ST APRIL 2022 TO 18TH SEPT 2025

- Led UX strategy and execution for TSSS's migration onto Tata Neu, Tata Group's largest omnichannel employee program, partnering with product, tech, and business teams. **Onboarded 1M+ employees, drove ₹5 Cr+ in direct post-launch revenue, and now contributes 10% of Tata Neu's GMV.**
- Spearheaded the UX redesign of Tata Neu's Flights & Hotels booking funnel within 2 months, driving a **2.59% increase in flight bookings (14% improvement in review-to-summary conversion) and a 6.4% boost in hotel bookings.**

PRODUCT DESIGNER - 9TH MARCH 2020 TO 1ST APRIL 2022

- Founding design team member for NeuPass, Tata's unified loyalty program—instrumental in scaling **Taj InnerCircle to 10M+ members and driving 40%+ of IHCL's total revenue through loyalty-linked transactions via the One Tata ecosystem.**

DELOITTE DIGITAL USI

CONSULTANT - SEPT 2017 TO 28TH FEBRUARY 2020

- Led the mobile redesign for Telstra, one of Australia's largest telecom companies, managing a team of 5 designers. **The redesign significantly improved customer engagement and drove a major digital shift, with digital transactions increasing from 20% to 56% in 2016 post the redesign.**

ASSOCIATE DIGITAL DESIGNER - 9TH FEB 2015 TO SEPT 2017

- Contributed to key design projects at Deloitte, including complete website redesigns for **Georgia-Pacific, Vodafone India, Toyota, and Standard Chartered Singapore**, among other global clients.