SNEHA KAPOOR

Senior Product Designer

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PROFESSIONAL SUMMARY

Product designer with 5 years of experience in mobile banking and travel apps. I turn research into simple flows and test them with real users before they ship. My redesign of a loan application doubled completed applications.

WORK EXPERIENCE

Senior Product Designer Jan 2023 to Present
Northstar Bank, Pune

- Redesigned the personal loan application: completed applications rose from 21% to 44%.
- Built the app's design system of 120 components with the front-end team, cutting design-to-build time by a third.
- Run monthly usability tests with 8 to 10 customers and share the findings with product and engineering.
- Lead accessibility reviews; the app now meets WCAG 2.1 AA on every core flow.

Product Designer Jul 2020 to Dec 2022
Roamly Travel, Pune

- Designed the hotel booking flow and the trip planner, used by 1.2 million people a month.
- Simplified checkout from 5 steps to 3, lifting bookings by 9%.

EDUCATION

B.Des, Interaction Design 2020
MIT Institute of Design CGPA 8.9

PROJECTS

Accessible banking checklist Open source
A 40-point checklist for screen reader friendly banking apps, used by 3 Indian banks.
snehakapoor.design/checklist

SKILLS

Figma · User research · Usability testing · Prototyping · Design systems · Interaction design
Accessibility · HTML/CSS

CERTIFICATIONS

- Google UX Design Certificate, Google, 2021

LANGUAGES

English, Hindi, Marathi

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