

NISHA CHARAGULLA

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EXPERIENCE

LeanData | B2B SaaS, \$100M+ funded, 1,000+ customers

May 2022 – Present

Promoted twice in 4 years (Associate → PD → Product Designer II, Senior IC); design ownership expanded from one product to 3 product lines across LeanData's scheduling and orchestration platforms.

Product Designer II

2026 – Present

- Championed AI-driven UX workflows; built a Claude-based prototyping framework that **cut design-to-dev cycle by ~33%**, adopted across all active scheduling and platform projects.
- Led cross-functional discovery for the platform's #1 customer pain point — Unified Round Robin Pools (>\$20M ARR combined); aligned product, engineering, and design on a foundational system redesign that consolidated logic across the platform.
- Initiated a company-wide OKR to redesign onboarding for a **\$3M ARR** product line; leading research across 3 segments after surfacing low activation.
- Drive design strategy for LeanData's scheduling and platform products; established a structured review process with the 7-person engineering team that **reduced post-launch visual regressions by ~60%**.
- Shape LeanData's 2026 product roadmap as the senior design IC; partner with the CPO and Product Managers in quarterly planning to **prioritize 40+ initiatives** across the scheduling and platform products; mentor on a 3-designer team.

Product Designer

2022 – 2026

- Joined as the **first dedicated designer** on the scheduling platform (BookIt); shipped 40+ features in 18 months that established product-market fit across early customers.
- Built in-app scheduling handoffs in Salesforce (LWC) that cut clicks-to-schedule in half; drove **163% YoY growth** in meetings booked.
- Redesigned the core booking experience, **improving booking completion by ~18%** and contributing to ~\$2M in ARR growth.
- Owned the inbound form-to-meeting flow (6,000+ meetings/week); **reduced post-form drop-off by ~22%**, contributing to 44% YoY growth in inbound bookings.
- Shipped end-to-end SMS reminders (Twilio) with admin setup, consent, and compliance UX; **reduced no-shows by ~25%**.
- Defined journeys, patterns, and 20+ reusable components across 3 product lines, **reducing new-feature design time by ~25%**; established the team's first design documentation practices.

Tech4Good — Product Designer & UX Researcher

Sep 2021 – May 2022

- Led end-to-end UX for Collectively, a university collaboration platform (500+ users); **improved task completion by ~30%** across 3 design iterations driven by user research and heuristic evaluations.
- Co-authored [published research \(ACM\)](#) on algorithmic and consensus-driven group formation, bridging academic research and product design.

Hudl — Product Design Intern

Jun 2021 – Sep 2021

- Redesigned the Hudl Focus camera app onboarding to address high drop-off in calibration, install, and activation; **increased first-time install success by 40%** and improved satisfaction by 20%.
- Conducted discovery research that identified 5 friction points; informed the team's H2 roadmap priorities.

EDUCATION

University of California, Santa Cruz — B.S. Cognitive Science | Dean's Honor List (2019–2021)

2018 – 2022

SKILLS

Design & Strategy: Product Design, UX Strategy, Systems Design, Information Architecture, Interaction Design, Design Systems, Wireframing, Prototyping, Accessibility (WCAG), Responsive Design

Research: User Interviews, Usability Testing, A/B Testing, Heuristic Analysis, Competitive Audits, User Personas & Journeys, Card Sorting, Research Synthesis

Tools: Figma, FigJam, Figma Make, Adobe Creative Suite, Miro, Notion, Jira, Confluence, Salesforce, HTML, CSS, Angular (design-aware), Claude Code