

Nisha Charagulla

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Experience

LeanData - Product Designer 2

Santa Clara, CA (May 2022 - Present)

- Led design across scheduling and routing products, shipping **100+ features** by translating complex enterprise workflows into intuitive, scalable UX.
- Owned end-to-end design of **BookIt**, introducing **AI-assisted scheduling experiences** that balanced automation with user control in complex enterprise sales workflows.
- Drove system-level thinking by defining user journeys, interaction patterns, and reusable components to ensure platform consistency.
- Partnered closely with PMs and engineers to shape product strategy, balance technical constraints, and iterate toward solutions validated through user research and feedback.
- Contributed to **~\$2MM in ARR** through improved adoption and expansion across **200+ enterprise customers**, with designs optimized for both usability and backend constraints.
- Advocated for simplified booking flows by leveraging existing data models, reducing configuration overhead while preserving flexibility for enterprise use cases.

Tech4Good - Product Designer & UX Researcher

Santa Cruz, CA (September 2021 - May 2022)

- Crafted experiences for **Collectively**, a university platform supporting academic collaboration.
- Conducted in-depth user interviews created user flows to collect data for synthesis, analysis, and design implementation.
- Evaluated usability and heuristics to identify friction points and guide iterative design improvements.
- Collaborated with researchers and engineers on a **publication** to explore algorithmic & consensus-driven group formation.

Hudl - Product Design Intern

Remote (June 2021 - September 2021)

- Redesigned the **Hudl Focus** camera app, improving Calibration, Installation and Activation processes and reducing support issues.
- Implemented user-centric changes to the app, increasing successful first-time installations by 40% and satisfaction scores by 20%.
- Directed Navigation Research project on customer installation and onboarding to unpack internal app issues.
- Facilitated ~10 Design Working Sessions, presented findings to hardware designers, which led to 3 major product improvements.

Creative Tech Design - UX Design Lead

Santa Cruz, CA (September 2020 - May 2021)

- Organized 5 workshops on Resume Building, Portfolio Development, and UX Design techniques, with 200+ attendees.
- Led a team of 8 to manage social media platforms, increasing engagement by 40% across all channels.
- Planned and executed a joint Designathon with UCSC and UC Davis, attracting 150 participants from 3 universities. Implemented goal-tracking system for internal team, improving project completion rate by 25%.

Qortor - UX Designer and Researcher

Remote (December 2019 - August 2020)

- Organized user interviews, maintained client databases, and analyzed findings for design iterations.
- Constructed and examined usability tests and product demos for product refinement and matching user needs.

Education

University of California, Santa Cruz - B.S. Cognitive Science (2018 - 2022)

- **Achievements:** Dean's Honor List (2019-2021), GPA: 3.7
- **Coursework:** Human-Centered Design, 2D Animation, Data Structures and Algorithms, Computational Models, Cognitive Neuroscience, Game Design, Linguistics, Research Methods in Psychology

Skills

- Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Invision, Miro, HTML, CSS, Accessibility Design, Prototyping, Design Systems, Interaction Design, Information Architecture, Product Strategy, Wireframing, SaaS, Enterprise UX, Product Thinking, User Interviews, Usability Testing, A/B Testing, User Personas and Journeys, Card Sort, Heuristic Analysis, Invision, Miro, HTML, CSS