SNEHA NADIGER

snehanadiger12@gmail.com
215–388–2708
SNEHANADIGER.STUDIO

UX & PRODUCT DESIGNER

[WEBSITE]   [LINKEDIN]

Product designer with 6+ years of experience creating **intuitive, data-driven, and scalable digital experiences.** I specialize in **simplifying complex work systems, translating business and user goals** into cohesive design strategies, and driving **design processes,** from discovery to delivery. My work encompasses **B2B SaaS and FinTech,** designing **enterprise dashboards spanning complex data management and compliance for diverse user cases.**

My philosophy blends practicality with ethical responsibility—I aim to design products that work beautifully, respect users, and solve real problems without unnecessary complexity. I've shaped product direction, introduced structured design processes, and partnered closely with engineering to improve implementation quality and cross-functional efficiency. Ready for senior roles that require systems-level thinking, principled decision-making, and the ability to translate messy problem spaces into clear, confident solutions.

PROFESSIONAL EXPERIENCE

UX DESIGNER · PCS RETIREMENT · MAY 2021 – AUG 2024

ENTERPRISE SAAS • WORKFLOW OPTIMIZATION • DESIGN SYSTEMS • CROSS–TEAM COLLABORATION • DESIGN ADVOCACY

Led end-to-end product design for their B2B SaaS platform - designing data-driven tools that help financial advisors and customers manage retirement plans with confidence.

CORE UX DESIGN

- Shipped several 0→1 features—including advisor dashboards, feature banners, and one-click reporting actions —that increased platform value and streamlined end-to-end workflows.

- Contributed reusable, accessibility-first components and patterns to the PCS design system, reducing UI fragmentation and cutting design + development time for new features by standardizing repeatable patterns.

- Led the redesign of high-complexity advisor and plan-sponsor workflows, simplifying dense financial processes and enabling users to complete tasks with fewer steps and lowered support dependency.

- Built and implemented the advisor dashboard by restructuring multi-step workflows into role-based pathways with clear entry points, boosting task efficiency and user confidence for time-critical operations.

- Introduced the platform's Document & Resource Center with a clear information hierarchy, improved metadata, and a user-centered taxonomy, reducing search time and helping users locate key compliance documents without escalating to support/ fellow advisors.

LEADERSHIP & STRATEGY

- Advocated for a user-centered culture by moving design upstream—setting processes that ensured UX was included from the start of product planning rather than as a last-minute addition.

- Formalized the design process for the product org, including ticket structuring, sprint integration, and workflow checkpoints, defining how work is scoped, documented, and handed off so tickets move smoothly from concept to delivery.

- Partnered closely with Product, Engineering, QA, and customer-facing teams from discovery through delivery, translating complex requirements into implementation-ready UX. This alignment reduced iteration cycles and improved delivery timelines across releases.

- Conducted ongoing research with advisors, sponsors, and internal SMEs to uncover bottlenecks in key plan workflows and validate concepts, ensuring new feature releases were prioritized based on real user needs.

- Communicated design decisions and iterations across distributed teams through async updates, structured documentation, and design reviews, improving cross-functional clarity and speeding up alignment during fast-paced sprints

VISUAL & CONTENT STRATEGIST · SECOND LIVING · JAN 2019 – DEC 2019

STARTUP ENVIRONMENT • MULTI-FORMAT ASSET CREATION •. FAST-PACED PRODUCTION & ITERATION

Designed their lifestyle product's layout and structure from the ground up in a startup environment, executing a fully hands-on, self-driven approach to visual and content strategy.

- Joined the team as a Content Strategist and, in a short time, shaped the brand voice and overall visual narrative for product pages.

- Developed visual and content systems that ensured cohesive, scalable user experiences across web and marketing channels.

- Collaborated with photographers for on-site photography and visual asset creation for the website, supporting content development and visual storytelling.

- Produced and managed multimedia content, iterating rapidly based on early user feedback and business priorities.

INTERIOR DESIGN MANAGER · BRIGADE ENTERPRISES · JAN 2019 – DEC 2019

DESIGN LEADERSHIP • SPATIAL STRATEGY • CROSS-FUNCTIONAL COORDINATION • END-TO-END PROJECT DELIVERY

Led cross-functional teams of designers, contractors, stakeholders and vendors to deliver high-impact interior hospitality spaces across the country.

- Led full-cycle interior design projects for hotels in key business locations nationwide, including space planning, layout development, material selection, and installation, delivering functional, visually compelling spaces.

- Collaborated with clients, contractors, and vendors to align design solutions with business goals, timelines, and budgets, ensuring compliance with international hospitality standards and investor requirements.

- Directed and mentored small design teams, fostering hands-on collaboration and accelerating project execution while maintaining design efficacy.

- Oversaw on-site installation and construction, proactively resolving issues to minimize delays and reduce rework, ensuring projects met both aesthetic and operational objectives.

- Established design documentation, workflows, and quality checkpoints that streamlined processes, improved team alignment, and facilitated repeatable success across multiple projects.

- Advocated for design best practices across stakeholders, integrating functional, regulatory, and aesthetic considerations into all stages of project delivery.

EXPERTISE

Design Systems + Workflow Design
SaaS Platform + Enterprise UX
Usability Testing + Heuristic Evaluation
Wireframing + Rapid Prototyping
Figma + Adobe CC + Miro + Sketch
Agile + Scrum + Lean UX
Workshopping + Product Discovery
HTML + CSS + WCAG Standards

EDUCATION

Masters in User Experience Design

Bachelors in Architecture