

NAVYAA TANEJA

Product Designer

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My process starts with real user behavior: explore multiple directions, prototype and test early, and let data, not assumptions, drive the details. Trained originally in architecture, I bring that same structural, systems-thinking rigor to product design: owning flows and prototypes end to end, shipping documented design-system components, and building with code (HTML, CSS, JavaScript, AI-assisted tools) to move ideas from concept to shipped product quickly.

PROFESSIONAL EXPERIENCE

Product Design Intern – Intuit (QuickBooks) | 2026

Social Proof Design: Checkout Experience

- Designed 100+ checkout trust-signal variants (testimonials, claims, or both) and ran a 10-participant unmoderated usability study to test them.
- Authored full UX documentation (anatomy, responsive specs across 4 breakpoints, usage rules), shipping a reusable design-system component.
- Led cross-functional reviews with Marketing, Engineering, and Product, plus a critique with Design Systems and Accessibility.
- Audited the company's testimonial inventory by plan and feature, defining data-driven personalization guidelines.

Price Differential at Checkout

- Translated a leadership-aligned "value bridge" concept into a concrete checkout UI, clear under cognitive load.
- Self-initiated a counterbalanced A/B test (UserTesting.com); synthesized 12 transcripts into a live findings table.
- Delivered a recommendation that reduces the load on customers to do the mental math themselves when upgrading to a new plan.

UX Lead – Kohler SCADPro | 2025

- Directed UX and concept design for a hydrotherapy innovation project, aligning designers, engineers, and faculty stakeholders around a single experience vision through structured presentations and prototypes.

Graduate Mentor – SCAD | 2025

- Coached graduate students on UX fundamentals, prototyping, and critique through structured, recurring feedback sessions.

Museum Docent – SCAD Museum of Art | 2025

- Designed audience-centered tours, strengthening communication and accessibility awareness through real-time audience adaptation.

Junior Architect – SKAI Architects (Prev. Awas Architecture) | 2023

- Translated client requirements into functional spatial layouts and 3D concepts, applying accessibility and human-centered design principles later carried into digital product work.

Architectural Intern – 2M Design Lab | 2022

- Analyzed user movement patterns through drafting and spatial research to inform early-stage design decisions.

CERTIFICATIONS

- Google UX Design Professional Certificate
- Figma Bootcamp (SCAD)
- Lextant: Design Research & Insight Translation

EDUCATION

Savannah College of Art & Design (SCAD) – Savannah, GA

M.F.A. User Experience Design | GPA 4.0 | 2024–2027

Graduation date: March 2027

Coursework: User Research, Interaction Design, Product Strategy, Prototyping, Visual Design

School of Planning & Architecture – Bhopal, India

Bachelor of Architecture | CGPA 8.4 | 2018–2023

Focus: Human-centered environments, systems thinking, and visual storytelling

SKILLS

Design Acumen: Wireframing, interaction design, information architecture, design systems

Tools: Figma, Adobe Creative Suite, HTML, CSS, JavaScript, Miro

AI Acumen: Vibe coding (Claude, Cursor), AI-assisted prototyping

Research & Testing: User interviews, journey mapping, heuristic evaluation, usability testing, A/B testing, quantitative & qualitative synthesis

Business Acumen: Research-driven, conversion-focused design rationale

Collaboration & Culture: Cross-functional partnership, design critique, mentoring

Soft Skills: Communication, adaptability, empathy, problem-solving, time management

SELECTED PROJECTS

Nuuly: Fashion Rental UX and Service Redesign, 2025

- Led UX, IA, and interaction design improvements across the rental discovery and service flow.
- Silver Winner, Indigo Design Awards (UX & Branding)

Zillow Redesign (Case Study) | 2024

- Personalized home-discovery redesign with high-fidelity mobile prototypes

Nest Thermostat Redesign | 2024

- Academic team project, Red Dot Design Award: simplified onboarding and control hierarchy, and reimagined mobile controls for clarity and intuitive temperature management.