

Tina Gada

Senior User Experience Designer

Tina Neneshi Gada

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Summary

I am an accomplished Sr. UXD with almost seven years of experience elevating customer experience in the fintech industry. My track record of successfully delivering over 30 projects with improved usability and scalability of applications is a testament to my expertise. My strategic thinking has been pivotal in elevating Vanguard's customer satisfaction score (CSAT) and improving customer retention. I'm also in the top 1% of mentors with ADPList and the Top 50 female mentors in UX Design.

Skills

Design: User-Centered Design, Systems-level Design Thinking, Product Strategy, Journey Mapping, User Flows, Interaction Design, Low-fidelity Wireframes, High-fidelity Mockups, Prototyping, Usability Testing, Design Systems, Product Design, User Experience (UX), User Interface (UI)

Business & Leadership: Project Management, Agile Methodologies, Mentorship, Feedback & Critique, Communication, Collaboration, Presentation, Design Process & Operations, People Management, Resource Allocation, Delegation, Design Maturity

Tools: Figma, Notion, Jira, Confluence, Tableau

Experience

Vanguard Inc / Sr. UXD

Jan 2022 - PRESENT, Dallas

- Oversee product design and strategy for significant investments & growth user journeys for clients transitioning from digital to personal advisor experience, improving customer onboarding and new dashboard experience.
- Facilitate the user experience of products from conception to launch in partnership with product management, user research, engineering, and marketing to deliver new experiences.
- Understand the product brief and closely work with the product to define the scope, conduct workshops to prioritize the features, draft concepts, and user scenarios to work on MVP, and collaborate with researchers to do usability testing of concepts.
- Understand customer goals, business requirements, and technical constraints, interpreting creative briefs alongside members of the experience design team.
- Advocate for a healthy design team culture and implement human-centered design processes, improving team collaboration and quality of product design solutions.
- Designed user-friendly designs for ESG, TLH, and WSA features

for the Digital Advisor experience to improve awareness of new features and increase their usage.

Citi Bank / Sr. User Experience Designer

June 2020 - Jan 2022, Dallas

- Contributed to delivering over 50 design projects for web and mobile native apps across various product domains, ranging from tactical designs to strategic blue-sky thinking.
- Delivered a holistic end-to-end journey map from over 60 cross-domain requirements for a new digital-first credit card launch, resulting in immediate high application completions.
- Analyzed and synthesized the research findings into new design ideas, created wireframes and various concepts to get user feedback, and crafted high-quality designs using Figma.
- Worked in Agile/Scrum environment, participated & contributed to the process such as Daily standups, code reviews, QA's, and Sprint retrospectives to improve the process continuously.
- Worked on improving the site performance by introducing the skeleton loader with Figma and helped the developer implement it.

Seclore Pvt Limited / Application Engineer

Oct 2015 - July 2018, Mumbai

- Conducted user research, designed sketches, and prototyped the SUNY CPD website based on the feedback, which helped improve performance and number of visits by 4.5%.
- Complied with the WCAG 2.0 accessibility guidelines and considering the user feedback after usability testing.
- Reported visual design inconsistencies based on heuristic evaluation and proposed prioritization criteria to fix those inconsistencies; 3 out of 30 proposals already live on the website.
- Updated the visual style guide to unify the branding language, improving the productivity of UX designers by ~4.4%.

Education

SUNY Oswego / M.A. in Human-Computer Interaction

Aug 2018 - May 2020, Oswego, NY

Mumbai University / B.E in Information Technology

Aug 2012 - May 2015, Mumbai, IN

Mumbai University / Diploma in Information Technology

Aug 2009 - May 2012, Mumbai, IN

Awards

- Indian Achievers' forum for outstanding performance in field of Human-Computer Interaction.
- Golden Pinnacle Award – Best Inclusive Designer award.
- Platinum award by Summit International for best design idea for project Tribe.
- The Academy of Interactive and Visuals Arts – Best User Experience award.
- Davey Awards – Best User Experience and Inclusive Designer award.
- London Design Awards Academy – Best designer for accessibility.
- Creative Excellence Awards for best design 2024.

Media Publication

- <https://www.iafindia.com/ms-tina-gada/>
- <https://www.ibtimes.co.in/transforming-fintech-through-human-centric-design-focus-inclusive-design-864236>
- <https://www.bhaskarhindi.com/education/senior-technology-expert-tina-gada-from-mumbai-pursuing-her-career-in-world-class-ux-design-journey-to-heights-988956>
- <https://techbullion.com/tina-n-gada-leading-the-charge-in-humanizing-technology-through-empathy-and-inclusivity/>
- <https://www.dnaindia.com/technology/report-tina-gada-explains-the-distinct-roles-of-ux-and-ui-design-in-enhancing-digital-experiences-3076250>
- <https://nyweekly.com/tech/tina-n-gada-revolutionising-user-experience-for-fintech-with-user-centric-design-approach-accessibility-and-inclusivity/>

Membership

- IEEE Senior Member
- Academy of Interactive & Visual Arts
- International Academy of Digital Arts and Sciences

Juror

- W3Awards
- Indigo Design
- Davey Awards
- Summit Interaction Awards
- Academy of Interactive & Visual Arts
- International Academy of Digital Arts and Sciences

