Neha Naveed

Product Designer

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WORK EXPERIENCE

Horizontal Digital
Dec 2022 – Current

User Experience Designer

I work with clients across diverse industries to design user-centric solutions aligned with their goals and user needs. I conduct research and usability testing to gather insights, ensuring design decisions are evidence-based. I deliver wireframes, prototypes, and service blueprints to communicate ideas and improve user journeys. I bring AI tools such as Claude, ChatGPT, Figma AI and Figma Make into my process to speed up research synthesis, explore early concepts and prototype ideas faster, which frees up more time for the thinking, testing and judgment that shape the final design. I manage stakeholder feedback effectively, maintaining clear communication and building trust throughout the process. I stay current with UX best practices to bring informed recommendations to each project.

Horizontal Digital
Sep 2022 - Dec 2022

Interaction Design Intern

I supported interaction design projects and gained hands-on experience in user-centered design. I conducted customer interviews, assisted in workshops, and contributed to wireframes and prototypes while developing skills in communication and design thinking.

B2C Logistics
May 2021 - Dec 2021

Business Analyst & Web Design Intern

I researched industry trends and competitors, defined project requirements, and proposed a development timeline. I developed a WordPress website and improved its user experience using UX best practices.

Smart Crowd
Sep 2019 - Dec 2019

Intern

I created financial reports using Microsoft Excel and conducted research to prepare business reports. I also assisted staff with website testing and suggested design improvements.

EDUCATION

Middlesex University
Dubai
2018 - 2022

Bachelor of Business Information Systems

Gained a foundation in business and IT, including systems analysis, project management, and databases. Completed a UX design module focused on user research, wireframing, prototyping, and human-centered design.

SKILLS

- User Research (interviews, surveys, usability testing)
- Wireframing & Prototyping, Information Architecture
- Interaction Design
- Service Design & Journey Mapping
- Accessibility & Inclusive Design
- AI-Assisted Research & Rapid Prototyping

TOOLS

- Figma
- Figma AI / Figma Make
- Claude / ChatGPT
- Miro / FigJam (for collaboration & workshops)
- Notion / Confluence / Jira
- WordPress / Webflow
- HTML / CSS (Basic understanding)
- Microsoft Word, Excel and PowerPoint