

# Neha Balse

Product Designer

balse.neha@gmail.com

510.299.3378

[www.nehabalse.com](http://www.nehabalse.com)

## Summary

Product Designer with 5+ years of experience designing intuitive, scalable SaaS products. Specializes in simplifying complex systems, building durable design systems, and leading UX research to inform high-impact decisions. Has delivered solutions across data management, people operations, and AI-driven products.

## Skills

<b>Design</b>	Information architecture, wireframing, prototyping, interaction flows, design systems, prioritization, ambiguity-driven problem solving, cross-platform UX (web-first)
<b>Research</b>	User interviews, usability testing, user personas, empathy mapping, user journey mapping, competitive analysis, insight synthesis
<b>Tools</b>	Figma, Sketch, Adobe XD, InVision, Photoshop, Illustrator, Zeplin, Miro, Whimsical

## Experience

### **hireEZ** | Product Designer

August 2023 - July 2024

- Led the design of an ATS integration that increased adoption of external link tracking in recruiter emails by 80%, significantly improving candidate application visibility and tracking.
- Designed and delivered a customizable query builder for the candidate temperature model, enabling organizations to more effectively prioritize talent and earning strong validation from both current and prospective customers.
- Owned the end-to-end redesign of the Talent Pool product, introducing data visualizations, AI-driven recommendations, and advanced filtering, directly contributing to new customer acquisition.

### **ChartHop** | Product Designer

October 2021 - June 2023

- Designed a flexible workflow builder that streamlined budget and headcount approvals for HR admins; architected it as an adaptive visual query system to serve as a foundation for future products and expand usability to non-admin users.
- Created internal and customer-facing tools that reduced support ticket volume, including a data triage center for diagnosing sync issues and a spreadsheet import wizard that enabled customers to independently configure their environments.
- Led UX research efforts through user interviews, usability testing, and design workshops with customers and internal stakeholders, translating insights into iterative product improvements.

### **Komprise** | UX/UI Designer

May 2019 - October 2021

- Designed a data replication platform that enabled users to initiate backups and helped secure a \$4M deal within two months of launch.
- Led a comprehensive redesign of the Data Stores product, delivering a unified solution for monitoring data across multiple storage platforms. Introduced customizable table views, advanced search, and bulk actions to significantly improve user efficiency
- Partnered with product and customer success teams to refine user personas and end-to-end workflows.
- Collaborated closely with engineering teams to optimize designs for performance, scalability, and extensibility.

## Education

### **Designlab** | UX Design

June 2018 - November 2018

### **San Diego State University** | Criminal Justice Administration, B.S.

September 2011 - January 2015