

Neha Balse

Product Designer

balse.neha@gmail.com

510.299.3378

www.nehabalse.com

Summary

Product Designer with 5+ years of experience leading end-to-end design for complex SaaS platforms across data management, HR tech, and AI-driven products. Proven track record of shaping product direction, simplifying complex systems, and delivering high-impact solutions that drive user adoption. Experienced in partnering cross-functionally to define ambiguous problems, influence roadmaps, and scale design systems across products.

Currently on a planned career break for parenthood while deepening expertise in AI tools and emerging design workflows.

Experience

hireEZ | Product Designer

August 2023 - July 2024

- Spearheaded the design of a customizable query builder for the candidate temperature model, translating complex data logic into an intuitive interface, resulting in increased user trust and a 63% reduction in support inquiries.
- Owned the redesign of the Talent Pool product, introducing data visualizations, AI-driven recommendations, and advanced filtering, contributing to new customer acquisition and expanding product capabilities.
- Defined and led the end-to-end design of an ATS integration used by a global customer base of ~2,500 companies at scale, enabling recruiters to connect their ATS and track whether candidate engagement with email links originated from hireEZ outreach or other sources, resulting in an 80% increase in ATS integration adoption and improved visibility into outreach effectiveness.

ChartHop | Product Designer

October 2021 - June 2023

- Led the design of a flexible workflow builder for budget and headcount planning, enabling ~250 enterprise customers to introduce structured approval processes and support distributed decision-making.
- Partnered with product and engineering to define requirements and influence product direction, establishing a scalable foundation for future automation features across the platform.
- Designed internal and customer-facing tools that reduced support burden, including a data triage center and a spreadsheet import wizard that enabled customers to independently configure and manage their systems.
- Drove UX research initiatives in collaboration with a dedicated user researcher, conducting user interviews, usability testing, and design workshops to synthesize insights into product improvements and influence roadmap decisions.

Komprise | UX/UI Designer

May 2019 - October 2021

- Designed a data replication platform for enterprise customers (~250 organizations), enabling users to initiate and manage backups with the precision required to meet strict SLA commitments, contributing to a \$4M deal within two months of launch.
- Led the redesign of the Data Stores product, owning approximately half of the product surface as one of the first two designers, and creating a unified experience for monitoring distributed data systems.
- Improved user efficiency through advanced search, customizable tables, and bulk actions across complex data workflows.
- Partnered closely with engineering to translate complex system requirements into scalable, performant design solutions.

Skills

Design Information architecture, interaction design, prototyping, design systems, complex workflows

Research User interviews, usability testing, journey mapping, insight synthesis, competitive analysis

Execution Cross-functional alignment, stakeholder management, product thinking, ambiguity-driven problem solving

Tools Figma, Sketch, Adobe XD, Miro, Whimsical, Photoshop, Illustrator, Cursor, Lovable

Education

Designlab | UX Design

June 2018 - November 2018

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

September 2011 - January 2015