



Neha Prasad

Lead Product Designer

5+ years

3.9M users

Web, iOS, Android,

www.neha-prasad.com

neha.prasad2k21@gmail.com

+47 922 02995

Norway

Tools

Design

Figma Framer Mural

AI

Lovable ChatGPT

Documentation

Notion Confluence

Data Analysis

PostHog MixPanel

Qonversion

Skills

Research

Deep qualitative research (200+ interviews)
Behavioral analysis and experimentation
Pricing, onboarding, and monetization strategy
Journey design for complex workflows

Design Leverage

End-to-end product ownership (0→1 and scale-up)
Design systems as a scaling mechanism
UX strategy under regulatory and clinical constraints
Ambiguity → alignment across product, engineering, and business
Data-informed prioritization (qual + quant)

Collaboration & Ownership

Cross-functional leadership
Stakeholder alignment in multi-org environments
Mentorship and design critique
Product decision-making, not just delivery

Education

Product Design Diploma

Design Boat School (Mar 2021 - Jun 2021)

Bachelor's in Indian Medicine

Rajiv Gandhi University (Apr 2016 - May 2020)

Experience

Laerdal Medical Senior UX/UI Designer

Norway, May 2024 - Present

- Led end-to-end design of CPR Finder within RQI, a joint Laerdal-American Heart Association platform, supporting 2.9M healthcare professionals across AHA-certified training programs.
- Designed a reusable troubleshooting framework for the QCPR app, reducing support cases by ~90% and standardizing workflows across multiple internal teams.
- Shaped user flows and interfaces for a clinical training platform KnowledgeHub used by 5,000+ professionals, improving clarity, task completion, and confidence in skill practice.
- Acted as design mentor and thought partner across teams; presented on AI adoption, storytelling, and product thinking in internal and external forums.

Infinty Games Product Designer (Founding Designer)

Portugal (Remote), October 2022 - May 2024

- Owned product design for "Life", a women's health app spanning 120+ screens, shaping both UX strategy and business logic.
- Led pricing, onboarding, and paywall experiments through reusable design patterns and A/B testing, driving +40% paid iOS growth and scaling to 120K MAU.
- Built and scaled an in-app community from scratch; introduced AI moderation, increasing engagement by 43%, retention by 18%, and revenue by 12%.
- Conducted 200+ user interviews, translating qualitative insights into core product decisions across tracking, personalization, and habit formation.
- Led behavioral analysis and experimentation using Mixpanel and Qonversion; integrated an AI health assistant for personalized insights, increasing engagement, retention, and driving 20x growth in in-app purchases.

Brew Labs Product Designer

Norway, June 2020 - October 2022

- Shipped a data-pipeline management MVP in 30 days, accelerating developer debugging and unblocking engineering workflows.
- Designed a CRM for a bike retailer. Mobile-first workflows helped boost lead conversions by 22%.
- Worked with startup founders to define goals, user needs, and early product direction.

BillDesk Design Intern

India (Remote) Mar 2020 - Jun 2020

- Designed mobile and web flows for Coinome SIP, helping first-time investors get started. Time-to-invest dropped by 50%.
- Interviewed users and built personas to shape the onboarding experience.