Neha Obilisetty

Product Designer

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SUMMARY

Creative and technically proficient Product Designer with a strong foundation in interaction design, visual systems, B2B SaaS and a track record of delivering high-impact UI/UX solutions and brand-consistent design systems. Experienced in collaborating with multi-disciplinary teams to ship scalable products that blend design excellence, usability, and strategy.

EXPERIENCE

Product Specialist *Dec 2025 - Present*
Framer
- Partnered with 60+ enterprise customer accounts representing $1.85M in ARR to design and implement scalable Framer website solutions through product demos, technical walkthroughs, and proof-of-concept builds, driving onboarding, feature adoption, and expansion opportunities.
- Drive customer enablement and workflow optimization across support and delivery systems, collaborating cross-functionally with Product, Engineering, and Sales to surface user insights, influence product improvements, and refine internal processes that support customer experiences.

Lead Product Designer *Jan 2025 - Dec 2025*
Everest AI Ventures
- Directed end-to-end product and brand design for Everest's AI demos, websites, and investor-facing prototypes, resulting in strengthened interest from 15+ potential investors and contributing to a 30% increase in funding conversations.
- Built scalable design systems that unified product, marketing, and brand touchpoints across 3+ platforms.
- Managed and mentored a team of 8 design and engineering interns, developing design direction while ensuring alignment with front-end development and strategic business goals.

UX Design Intern *Jan 2025 - Sep 2025, May 2022 – Nov 2022*
Oracle
- Owned the end-to-end UX design for MySQL HeatWave Studio, an AI-powered platform that brings conversational workflows to enterprise database systems, increasing scalability and speed-to-market by creating design systems and product frameworks that improved design-to-development efficiency by 25%.
- Designed end-to-end workflows for creating, editing, and deleting configurations in MySQL HeatWave by building interactive mockups and user journey models that reduced development time by 15%
- Collaborated cross-functionally with product managers and engineers to translate complex requirements into user-centered solutions, balancing technical constraints with business goals while ensuring user needs were prioritized in product strategy and roadmap decisions.

Product Marketing Design Intern *May 2023 - Dec 2024*
GlobalFoundries
- Drove UX and visual design improvements across the GF.com website by delivering high-fidelity prototypes that improved user engagement, combined strategy with design execution, and streamlined development handoff.
- Produced 100+ visual assets and 20 executive-level presentations for global marketing events and campaigns, directly supporting C-suite initiatives and strengthening GlobalFoundries' visibility across international markets.
- Coordinated with product, marketing, and communications teams to align design solutions with business goals, ensuring consistent brand storytelling across digital and event platforms.

EDUCATION

B.S. in Integrated Design & Media, Minor in Media, Culture, Communications *Sep 2021 - Dec 2024*
New York University
- Honors: Magna Cum Laude (Top 10%), Dean's List (All years), Honors Scholar
- Minor: Media, Culture, & Communications

SKILLS

Design: Collaboration, Interactive prototyping, Usability testing, Interaction design, Visual systems, ML/UX, UX research, Visual and Motion design, Cohesive branding, Storytelling, Problem-solving, Design thinking
Software: Figma, Adobe Creative Suite (Illustrator, Photoshop, Premiere Pro, AfterEffects, InDesign), Google Suite, Sketch, Webflow
Programming: Python, Javascript, React.js, HTML, CSS, Swift, SwiftUI, Java, C++