Neena Burman | Visual experience designer

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I am a passionate visual and experience with over 12 years of experience solving complex user and business problems in fintech space. My meticulous design craft, effective collaboration skills, and clarity of communication help me build alignment within cross-functional teams and design intuitive products that delight users.

EXPERIENCE

Senior visual designer | Intuit | Mountain View | 2010 to 09/2024

- **QuickBooks Time:** Strategized and led the visual design integration of QuickBooks Time (formerly T-sheet) into the main QuickBooks ecosystem, creating cohesive design components and patterns that increased PRS score
- **Workforce mobile app:** Designed and led the visual strategy for the Workforce mobile app for the employees of businesses using QuickBooks Payroll. Conducted research, comparative, competitive analysis, prototype and final deliverables, partnering with a designer, PM, and scrum team. The app has four and half-star reviews
- **QuickBooks new visual look & design system:** Designed QuickBooks' new visual look, then collaborated with designers to define the typography, color schemes, illustration style, and data visualization, ensuring a consistent and engaging user experience across the platform and building a robust design system.
- **QuickBooks Payments Invoice data viz:** Secured two design patents for QuickBooks Payments Invoice DataViz, enhancing user insights into revenue flow through innovative data visualization integrated as a design system pattern

Product designer | RingCentral | Redwood city | 2010

Designed the marketing page and app design for Ring Shuffle, a secure phone number-sharing solution, balancing rapid development timelines with high user engagement and usability, resulting in a 4-star user rating

Graphic design lead | 2Wire | San Jose | 2007 to 2009

Improved brand recognition by creating unified visual standards for marketing materials and enhancing product packaging and hardware interface designs which directly contributed to increased sales

Graphic designer | Nimbus Design | Redwood city | 2004 to 2007

Developed tailored branding and marketing materials for high-profile clients, including state agencies and luxury brands, achieving a high degree of client satisfaction and measurable improvement in brand engagement

SKILLS

Visual and interaction design, branding, product design strategy, system design thinking, leading design workshops, user research, usability testing, competitive analysis, wireframing, prototyping, and stakeholder presentations

SOFTWARE

Figma, Sketch, InVision, Mural, Miro, Illustrator, Photoshop and Premier and User testing

EDUCATION

General Assembly | **User Experience Design Immersive** | Remote | 2020
San Jose State University | **BFA in Graphic Design** | 2004