Neha Saraswat

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Design Executive | Fintech, Enterprise SaaS and AI

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SUMMARY

Design executive with 20+ years building and scaling design organizations across fintech, enterprise SaaS and AI. Grew multidisciplinary design teams at Intuit from 17 to 62 people and led the QuickBooks Desktop modernization that contributed ~$1B in revenue growth. Combines industrial design, UX and systems thinking with product storytelling to drive adoption, loyalty and measurable business outcomes. Rolled out AI-aided design for Intuit teams (Lovable, Figma Make, Claude Code) and works in tandem with AI aids day to day.

CORE STRENGTHS

Design organization building | Design strategy and product roadmaps | UX research | AI-native design workflows | Product storytelling | Talent development | 0→1 products | Conversational AI | Fintech and enterprise SaaS

EXPERIENCE

Moongazing - Founder

Nov 2025 – Present

Design and product consulting for early-stage startups.

- Consulted on design, product roadmap and GTM strategy for Micorza, a CX platform that collects and analyses customer feedback; helped secure early enterprise clients within the first quarter of launch.
- Led product definition for AnoAI, an event management startup; designs moved on to testing and development.
- Led user research and product design for Soar, a youth sports management startup covering play schedules, coaches and player performance.

Intuit - Group Product Design Manager

Jul 2021 – Oct 2025

Design organization and AI

- Grew multidisciplinary design teams from 17 to 62 people, with 4 managers reporting to me; mentored 7 design managers to senior manager.
- Rolled out AI-aided design for my teams: Lovable (late 2024) for experimentation, then Figma Make (June 2025) and Claude Code (September 2025) in their workflow.
- Started and organized five editions of Intuit's annual D4 design conference; trained ~300 employees across disciplines in the Design for Delight framework.
- Helped seed the QuickBooks Commerce design team in India and grow two of its leaders to senior manager.

QuickBooks Desktop: Head of Design for Intuit's flagship product, 1.7M users

- Led the 3-year modernization of QuickBooks Desktop (payments, bank feeds, mileage tracking and more), contributing to ~$1B in revenue growth.
- Led research and design for migration to QuickBooks Online, helping move ~1.2M customers.
- Led Feature Benchmarking research that identified low-value and outdated functions, improving efficiency and focus on key features.

QuickBooks Online (~8M users) and FP&A: senior design leader; design leader for QuickBooks FP&A

- Led research and design of cross-segment FP&A experiences for SMEs, driving ~120K new users and a $85–130/month per-customer revenue opportunity.
- Seeded, led and grew the FP&A design team from two to seven; a senior designer rose to senior manager in three years.
- Led UX design across many releases, helping 1.5M US mid-market customers plan their finances.

Virtual Expert Platform: one of three design leaders, autonomous operations; connects US tax filers with tax and financial experts

- Led UX design that reduced 300,000 hours of wait time for experts and customers in one tax season.
- Designed the "Introductions and Familiarity" experience for tax experts, increasing connections by 38%.
- Designed on-demand training for tax experts, reducing retention costs by ~40%.

Walmart - Senior Design Manager

Feb 2020 – Jul 2021

Single design leader for assortment and merchandising; one of the top three design leaders in merchant tools.

- Led the transformation of Walmart's merchandising platform for 8,000+ associates, compressing the 52-week assortment planning cycle to about 38 weeks (one critical activity from 25 to 20 weeks), worth more than $5B in attributed profits.
- Led UX design across Walmart.com's highest-traffic journeys (search, personalization, product discovery and help), increasing conversion by 0.03%.

Incedo - Head of Design

Apr 2019 – Feb 2020

Data science and digital transformation consulting firm.

- Led design for Incedo's financial and analytics products, helping grow the large-ticket customer base 5X.

247.ai - Director of Design

May 2016 – Apr 2019

Contact center and conversational AI software. One of three design leaders.

- Conceptualised and led the conversational AI SaaS product, contributing to 19% YoY revenue growth for two consecutive years.
- Led design of the Workforce Optimisation product, delivering 33% cost savings through better workforce scheduling.

Jifflenow - Head of Design

Apr 2014 – May 2016

Sales enablement meeting software.

- Started and grew the design team.
- Designed the meeting automation SaaS product, generating $5M in revenue in its first year of launch.

Lumium - Head of UX Design

Oct 2010 – Mar 2014

Industrial and UX design consulting company. First UX designer.

- Built the service for Lumium's first $100K UX projects.

Earlier roles: Tech Mahindra, Fuego, SriDesign

Dec 2005 – Oct 2010

TEACHING AND INDUSTRY CONTRIBUTION

- Visiting faculty, National Institute of Design (NID); taught Immersive Design at Dhirubhai University (2026).
- NID admission panel and graduation jury member for Master's programmes, 2019 onwards.
- Speaker: CAUE, Future Trends (Miami), UXIndia, DesignUp, UXDX and LTUX.

EDUCATION

Master of Design in Product Design, National Institute of Design (NID), Ahmedabad 2005

Bachelor of Architecture, National Institute of Technology, Raipur 2002