



Hey I'm Neelam, Product Designer

Product designer working across UX, product and code. I turn complex climate ratings data into tools that investors and project developers can use on their own. I start with the problem, back my decisions with research and increasingly build what I design.

Neelam Dixit

heyimneelam.org

ndixitt@gmail.com | +49 1575 4372909

Find me in London & Berlin

Selected roles

BeZero Carbon
Product Designer
10/2022 - Present
London & Berlin

Redesigned an AI assistant using observability data. Daily users rose from 2 or 3 to around 21; 15% more users reached projects through it, and time in conversation doubled.

Designed the Pre-rating Scorecard, a self-serve tool that turns BeZero's ratings methodology into an indicative score. Used funnel analysis to prioritise improvements, including a feature showing users which answers would most improve their score.

Designed the Digital Ratings Portal, bringing the ratings process online. Ran usability testing and synthesised findings into six priority fixes.

Led the design team on a new navigation architecture backed by customer research, and rebuilt the design system on shadcn/ui and Tailwind so designers can ship changes to production directly.

Uptime app
UX Designer
08/2021 - 10/2022
London

Designed and delivered a cohesive web experience aligned with the app's product design language.

Facilitated cross-functional workshops and design reviews with Product, Engineering, and stakeholders to ensure alignment at every stage of delivery, translating business requirements and technical constraints into clear, realistically achievable design solutions within the designated time frame.

Translated brand identity into functional digital experiences that balanced clarity, accessibility, and conversion.

Plenish
Lead Designer
11/2019 - 08/2021
London

Led Plenish's brand transition during rapid growth, adapting identity systems for digital channels and redesigning the website for clarity and conversion.

Conducted research to inform UX and visual decisions, and collaborated across marketing and e-commerce teams to unify the brand across all touch points.

LiveArea
Digital Designer
03/2019 - 11/2019
London

Led digital brand direction across global clients, defining scalable design systems and visual standards for web and mobile.

Collaborated with senior stakeholders and creative teams to align design execution with strategic goals and deliver high-impact creative in a fast-moving, multi-disciplinary environment.

River i Gaming
Senior Designer
03/2018 - 03/2019
London

Led UX and visual direction for multiple digital brands across Europe, evolving and maintaining shared design systems for scalable delivery.

Collaborated with international product and engineering teams to ensure design quality, consistency, and implementation efficiency across platforms.

Directed multi-channel creative output, balancing hands-on design with leadership responsibilities and stakeholder management.

Gaming Realms
Junior → Senior
03/2015 - 03/2018
London

Progressed from Junior to Lead Designer, owning UX and brand design across six digital products.

Built cohesive design systems and multi-brand visual identities, managed creative output, and mentored designers to raise team standards.

Notable Projects

AI Assistant - Led UX and used
observability data to redesign the experience. Daily users rose from 2 or 3 to around 21; 15% more users reached projects through it, and time in conversation doubled.

Pre-rating Scorecard - Designed an interactive tool translating BeZero's expert ratings methodology into a self-serve scoring experience for project developers and investors assessing unrated carbon credits.

Alltag German learner - Whats the point of living somewhere if you can't order a coffee?

Skills

Product strategy, product discovery, end-to-end product design, user research, usability testing, AI product design, information architecture, interaction design, data visualisation, design systems, prototyping in code, stakeholder management

Tools

Figma, Adobe Creative Suite, Dovetail, UserTesting, FullStory, Metabase, Claude, Cursor, Lovable, LangFuse, Zeroheight, Notion

Education

Nielsen Norman Courses | UX Training
Decision-making, Discovery, Design Systems, Service Blueprinting
2022-2024

UX Design Institute
Professional Diploma in UX Design
2020 - 2021

University of Southampton
BA Graphic Arts Degree
2011-2014