

Nisha Nair

UX/Product Designer

I am passionate about designing meaningful and beautiful experiences centered around users by using empathy and creativity to solve problems.

WORK EXPERIENCE

User Experience Design Intern | Slalom Build

June - Aug 2022

Technology and Service Firm, Atlanta, USA

- Designed and prototyped an internal product that empowers team leaders to gauge and track the emotional well-being of their teams in collaboration with a cross-functional team of engineers.
- Iteratively presented design ideas through user flows & wireframes that drove conversations around feasibility and solicited constructive criticism, hence facilitating MVP definition.
- Advocated for users in a fast-paced agile environment by proactively conducting 8 user interviews alongside delivering high-fidelity designs for the MVP flow to development within 4 two-week sprints.

User Experience Designer | Media.net

Oct 2019 - Jul 2021

Advertising Technology Firm, Mumbai, India

- Increased lead generation by 22% by advocating user-centric and visually appealing design systems while upholding business requirements, tech, and legal constraints.
- Optimized advertisement conversion rates by 17% by implementing usability principles to orchestrate information hierarchy and visual design language.
- Designed contextual digital advertisements and extension landers for responsive platforms using Figma and Adobe Creative Suite.

Visual Designer | Studio Eksaurus

July 2018 - April 2019

Advertisement Film and Animation Studio, Mumbai, India

- Collaborated with dynamic teams to design and animate multiple 2D animated short films for clients like WHO, the Earth Day Network, Krok International Film Festival.
- Conducted user interviews, observations, competitive analysis to gather insights that paved the way for our team to craft captivating stories.
- Visualized and presented design ideas iteratively using storyboards, mood boards, and sketches.

User Experience Designer | Autonxt Automation

June 2017 - June 2018

Automation Technology Startup, Mumbai, India

- Designed meaningful digital experiences that automated real-world processes by closely working with engineers, product managers, and software developers.
- Proficiently advocated design solutions to stakeholders using conceptual diagrams, wireframes, visual mockups, click-throughs, and prototypes.

ACADEMIC EXPERIENCE

User Experience Research Assistant | Dr. Erin Brady

Nov 2021 - Present

Indiana-Purdue University, Indianapolis, USA

- Synthesizing user research to understand how accessibility is being defined and addressed by digital and social platforms, organizations, and legal agencies.
- Conducting an in-depth study of the WCAG accessibility guidelines, and how they are being upheld and practiced by organizations.

Graduate Teaching Assistant | Prof. David Perry

Aug 2021 - Present

Indiana-Purdue University, Indianapolis, USA

- Providing students with design critique on their projects and assisting them with Adobe Creative Suite during 2D animation and motion graphics lab sessions.

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EDUCATION

Indiana-Purdue University

M.S. in Human Computer Interaction (3.88/4)

Aug 2021 - May 2023

University of Mumbai

B.E. in Computer Engineering (7.51/10)

June 2013 - May 2017

TOOLS

Figma
Miro
Adobe XD
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Sketch
Jira
Zeplin

SKILLS

Design Methods

Sketching
Storyboarding
Journey Mapping
User Scenarios
User Personas
User-Centered Design
Wireframing
Prototyping
Motion Design

Evaluation Methods

Usability Testing
Cognitive Walkthrough
Heuristic Analysis
Web Analytics

Research Methods

User Interviews
Observations
Surveys
Card Sorting
Contextual Inquiry
Affinity Diagramming
Empathy Mapping
Competitive Analysis
A/B Testing
Field Studies

DEVELOPMENT

JavaScript
HTML5
CSS3