Nisha Nair | Product Designer

With 8 years of experience across diverse industries, my strength lies at the intersection of research, design, and strategy, translating insights into clearly defined opportunities and actionable direction.

WORK EXPERIENCE

Product Designer | Ford Credit (Contract)
Nov 2022 - Present
Automotive Finance Company | USA

- Drove a **70% decrease in customer support complaints** by redesigning the enterprise-scale consumer loan and lease portal leveraging data-driven research.
- Spearheaded qualitative user research on consumer sentiment toward new and used vehicles, shaping business model strategy projected to **boost used car sales by 25%.**
- Designed intuitive information architecture for complex customer journeys, iteratively refined by rapid prototyping, usability tests and design critiques.
- Advocated for users and a design-first approach through workshops and research presentations in a collaborative space of fellow researchers, designers, product managers, and software engineers.

User Experience Design Intern | Slalom Build
June – Aug 2022
Technology and Service Firm | Atlanta, USA

- Led the end-to-end design of an enterprise-scale tool fostering employee well-being, as the sole designer, iteratively refining wireframes to develop high-fidelity prototypes.
- Championed user-centered design in a fast-paced agile environment by communicating insights from user interviews and educating cross-functional teams on UX processes and best practices.

User Experience Designer | Media.net
Oct 2019 - Jul 2021
Advertising Technology Firm | Mumbai, India

- **Boosted ad conversion rates by 35%** through defining user personas and customizing design language to meet diverse user needs.
- Designed standardized templates for contextual digital ads across web and mobile platforms in partnership with business developers, content writers, and legal teams, **optimizing workflows by 45%.**

Visual Designer | Studio Eeksaurus
July 2018 - April 2019
Advertisement Film and Animation Studio | Mumbai, India

- Crafted award-winning animated films for global clients, including the World Health Organization, that illustrated impactful stories tailored to engage varied target audiences.
- Led ethnographic field studies in collaboration with fellow designers and researchers to create impactful design concepts and ensure authenticity in storyboards.

User Experience Designer | Autonxt Automation
June 2017 - June 2018
Automation Technology Startup | Mumbai, India

- Translated complex real-world processes to seamless digital experiences in close collaboration with product managers, software and mechanical engineers.

ACADEMIC EXPERIENCE

User Experience Researcher | Dr. Erin Brady
Oct 2021 – May 2023
Indiana-Purdue University | Indianapolis, USA

- Synthesized key insights on WCAG implementation and accessibility definitions and practices across public digital platforms to inform inclusive design strategies.

Graduate Teaching Assistant | Prof. David Perry
Aug 2021 – April 2022
Indiana-Purdue University | Indianapolis, USA

- Mentored 35 undergraduate students, providing design critiques and Adobe Creative Suite support during storytelling and motion graphics lectures and labs.

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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, Jira, Usertesting, Qualtrics, Dovetail, Airtable, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, TV Paint, Zeplin

DESIGN SKILLS

Prototyping, Wireframing, Sketching, Storyboarding Journey Mapping, User Personas, User-Centered Design, Information Architecture, Sitemaps, Illustration, Motion Graphics

RESEARCH SKILLS

User Interviews, Stakeholder Interviews, Surveys, Affinity Mapping, Card Sorting, Contextual Inquiry, Empathy Mapping, Competitive Analysis, Ethnographic Field Studies, Observations, A/B Testing, Usability Testing, Think-Aloud Protocols, Cognitive Walkthrough, Heuristic Analysis, Web Analytics

DEVELOPMENT

JavaScript, HTML5, CSS3