

Product Designer | UX Researcher

Portfolio: www.nishavnair.com

8 years of design and research experience, building data-driven B2C and B2B products and leading and leading user research studies to shape product strategies. My strength lies at the intersection of research, design, and strategy, translating insights into clearly defined opportunities and actionable direction.

EDUCATION

Indiana-Purdue University | M.S. in Human Computer Interaction | Aug 2021 – May 2023

University of Mumbai | B.E. in Computer Engineering | June 2013 – May 2017

WORK EXPERIENCE

Senior Product Designer | Ford Credit

Contract | Automotive Finance | Nov 2022 - Present

- Drove a **70% decrease in customer complaints** by redesigning the large- scale **consumer loan and lease platform** in an **Agile environment**, rapidly progressing from wireframes to high-fidelity prototypes.
- Translated **complex financial processes into intuitive user flows and multi-touchpoint information architecture**, iteratively refined through usability testing and cross-functional design critique sessions.
- **Spearheaded mixed-methods research** implementing AI-powered analytics to synthesize customer pain points and sentiment on new vs used vehicles, shaping business strategies projected to **boost used car sales by 25%**.
- **Championed for user-centered design** by effectively presenting design recommendations to leadership and stakeholders, while **leveraging data-driven research and UX best practices to defend design decisions**.
- Partnered with engineers and product managers to **build product roadmaps and implement technically feasible design solutions** that keep users first while meeting business requirements.

User Experience Researcher | Indiana-Purdue University | Oct 2021 – May 2023

- Conducted accessibility research across public digital platforms, identifying **WCAG implementation gaps** and **recommending inclusive design strategies**.
- **Designed mixed-method studies** including interviews, surveys, heuristic analysis, to generate actionable recommendations.

User Experience Designer | Slalom Build

Internship | Technology and Service Firm | June – Aug 2022

- Led the **end-to-end design of an enterprise-scale employee well-being tool**, as the sole designer creating **wireframes, prototypes, and high-fidelity designs** in collaboration with a lean agile team of engineers and product managers.
- **Led workshops and presentations** to communicate design concepts, high-fidelity designs and user research to cross-functional teams, stakeholders and leadership, ensuring alignment on **large-scale, cross-platform experiences**.
- Led **qualitative and quantitative user research studies** to inform design decisions through moderated user interviews, surveys and usability tests.

User Experience Designer | Media.net

Advertising Technology Firm | Oct 2019 - Jul 2021

- **Boosted ad conversion rates by 35% across e-commerce platforms** through user persona development, A/B testing, and tailoring design solutions to balance diverse user and business needs.
- **Drove a 45% increase in design-to-development workflow efficiency** by creating **scalable and reusable design guidelines and UI patterns** for large-scale ads across web and mobile platforms.
- Partnered with engineers, product managers, and legal teams to **deliver inclusive, compliant, and technically feasible digital experiences**, balancing usability and business goals.

Visual Designer | Studio Eeksaurus

Advertisement Film and Animation Studio | July 2018 - April 2019

- **Conducted ethnographic research** to inform **visual storytelling for global clients**, including WHO public health campaigns.
- Created award-winning animated films, leveraging storyboards and research insights to engage diverse audiences.

User Experience Designer | Autonxt Automation

Startup pioneering autonomous, AI-powered farm machinery to transform sustainable agriculture | June 2017 - June 2018

- Designed **intuitive process flows and interaction models** for autonomous electric tractors, improving usability for underserved farming communities.
- Collaborated with engineers and product managers to **innovate technically feasible solutions** that met environmental and business requirements.

ACADEMIC EXPERIENCE

Graduate Teaching Assistant | Prof. David Perry

Indiana-Purdue University | Aug 2021 – April 2022

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

TOOLS

Figma, Miro, Jira, Confluence, User testing, Qualtrics, Dovetail, Airtable, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, TV Paint, Zeplin, Google Docs, Lucid, Axure, Invision, Balsamiq

DESIGN SKILLS

WCAG standards, Inclusive Design, Accessible Design, UX Architecture, Cross-platform design, Prototyping, Wireframes, Sketching, Storyboards, Journey Mapping, User Personas, User-Centered Design, Information Architecture, Sitemaps, Illustration, Motion Graphics, Design Systems & Reusable

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, Data-Driven/AI-Powered Research

DEVELOPMENT

JavaScript, HTML5, CSS3