Nishanth Prabhu

Creative UX Designer

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I am a UX Designer with a specialization in user research, and interaction design, well-versed in Product design, Responsive web, Apps, and Human-Computer Interaction. My expertise lies in catalyzing the seamless convergence of human cognition and digital interaction. I am a creatively driven and ambitious designer who passionately thrives on crafting innovative concepts and adept problem-solving. My professional journey has encompassed roles as a Product Designer in corporate establishments and a Design Freelancer, collaborating with a myriad of global businesses.

Experience

2023

Research Assistant – Human System Integration
University of Michigan | Jun 2023 - Present
Engaged in pioneering research centered around Human System Integration, emphasizing the potential for personalized digital experiences. My contributions spanned diverse research methodologies, from creating 3D models in Unity for VR integration to conducting lab experiments, interviews, and rigorous analysis. I focused on investigating the Voice UX technologies that impacts human cognition and interaction.

2021-2022

Senior Product designer
Cars24 (Automotive Tech) | Aug 2021 - Dec 2022
Drove the establishment and orchestration of a comprehensive Design System across a spectrum of digital products. My focused efforts in optimizing the buyers' UX led to a 40% increase in the conversion rate funnel. My role encompassed leading User Research, applying the Design Thinking process, conducting User Testing, Prototyping, and Crafting Interaction Design. My strategic vision aimed at synthesizing intuitive UX for intricate business models.

2020-2021

UX/UI Designer
Blitzscale Tech (E-commerce) | Jan 2020 - Jul 2021
Pioneered creative interaction designs and conceptual experiences aimed at elevating user convenience and bolstering market growth objectives. I conceptualized a design strategy theme for seasonal sales, which yielded an impressive 15% to 20% monthly surge in consumer sales.

2019

Creative Designer – Intern
Swiggy Corporate | Jun 2019 - Aug 2019
Graphic & Motion Designer as a part in Creative Marketing team. Making buyer and seller centric through visuals concepts & campaigns emerging the content.

Recent Volunteer experience

President | Design Club at UMich

Led the Design Club, fostering collaborative innovation and hosting events for interdisciplinary idea exchange. Conducted workshops, engaging 40+ students and enhancing their creativity.

Mentor | Growth School

Guided aspiring talents at Growth School, nurturing their personal and professional growth. Mentored in live workshops with 36 attendees and reached a broader audience through recorded sessions.

Soft Skills

Effective Communication | Collaborative Team Player & Leadership | Creative Problem-Solving & Time Management | Adaptability and Flexibility

Skills

Advertising	Industrial Design	Prototyping
Branding	Interaction Design	Story Telling
Cinematography	Motion Graphics	System Thinking
Design Strategy	Photography	UX Research
Data visualisation	Problem Solving	UI/UX Design
Digital Marketing	Product Design	Web Design
Graphic Design	Product Management	3D- Design

Education

2023-2024

MS – Human Centered Design Engineering *(Industrial Manufacturing & Systems)*
University of Michigan
Human-Computer Interaction, Research methods, Human Factors & Ergonomics, Information Visualisation, Advanced Digital Design (VR & AR), Research on topic: 'Analyzing the Association of Human Emotions with Voice Assistant Audio Features'.

2016-2020

B.DES FASHION COMMUNICATION
National Institute of Fashion Technology
Practiced Visual Design, Photography, Visual Merchandising, Styling, Cinematography, Advertising, Marketing, Motion Graphics, Experiential Design, Branding & Strategy

2014-2016

+2 (Stream–Computer Science)
GKD MHSS
Practised in Physics, Chemistry, Maths, Computer Science

Software

Adobe XD	Figma	Illustrator	Microsoft suite
After Effects	Google Analytics	Invision	Miro
Autocad	Google Suite	Jira	Photoshop
Cinema 4D	HTML/CSS	Invision	Tableau