

# NISHA KRISHNAN

## Product Designer

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## SUMMARY

"Crafting Captivating Digital Experiences with Passion." With ~5 years of experience, my portfolio includes User Interface & Experience Design for Websites and Mobile Applications, AR/VR Experiences, and multiple Spatial Projects at the intersection of Design, Tech and Social Innovation projects. I approach design with a focus on users, establishing empathy for the users who engage and use the products and services I help bring to life. My UX practice combines product design, service design, design thinking, research, and experience strategy, all with a relentless focus on the end user. I have experience working in the design studio, social innovation, supply chain and warehouse management softwares (ERP), knowledge graph, fintech, data visualization, and emerging tech industries. I enjoy learning new skills, exploring new ideas, conducting workshops, and collaborating with diverse teams.

## SKILLS

Figma	Adobe XD	Axure RP	Invision	Useberry	Sketch	Illustrator	Unity	HTML/CSS
UX Strategy	Wireframing/Prototyping	Interaction Design	Persona Building	Journey Map	IA			
User Study/Research	Heuristic Evaluation	Data Visualization	Competitive Analysis					
Usability Studies	Visual Design	UI	Responsive	Ideation/Iteration	User Centered Design			

## EXPERIENCE

07/2022 - 05/2023

California

### User Experience Design Specialist

#### Wells Fargo

Diversified, community-based financial services company

- Led the design initiative for Wells Fargo enterprise data visualization knowledge graph tool.
- Strategized the product design & scalability opportunities based on business & user goals.
- Developed innovative UX solutions that employ key data visualization capabilities and design thinking methodologies to create widgets for generating more insights.
- Conducted research and analyzed close to 200 data points and reduced the time necessary to find information and dependencies down to a few seconds.
- Created dynamic dashboards for various personas based on role-based authorization driven by analytics and trend analysis.
- Collaborated with developers, ontologists, product managers, and data scientists. Ran user research in the form of interviews and workshops with users.

08/2020 - 05/2022

Michigan

### Senior User Experience Designer

#### eoStar

Route Accounting and Warehouse Management Solutions company

- Led mobile redesign efforts for eoTouch Delivery, Presell, & Merchandiser apps & Eostar ERP.
- Analysed sales and performance data to identify the high impact features to strategize migration from iOS to Android and decisions regarding goals and design prioritization.
- Solved challenging enterprise UX problems catering to interdependencies across the ecosystem, and user needs ensuring design modularity, and scalability for more than 250 unique screens and increased driver productivity by 60%.
- Led user research and interviews, gathered and drew qualitative and quantitative insights directly from more than 40 customers, and redefined the IA to increase user experience.
- Built mobile dashboards to provide analytical insights & prediction models to drivers, presellers & merchandisers about their goals, resource allocation & task planning to optimize their workflow.
- Built the design system for eoStar and helped champion the evolution of their design language.
- Mentored fellow designers and conducted company wide UX maturity workshops to inform and engage UX capabilities across the departments to increase indirect ROI.

## EXPERIENCE

08/2019 - 12/2019

Manhattan, NYC

### Interactive Artist Intern

**Med44**

Interaction design consultancy and Media Production Service Company

- Built VR Experiences using Unity and HTC Vive.
- Conducted on-site research for the project implementation.

06/2017 - 07/2018

Bangalore, India

### UX Designer

**Deloitte Digital**

Business Consulting and Service Company

- Facilitated product vision into hi-fi designs for product - Mibridges.
- Designed a chatbot assistant feature to reduce the time taken to collect information from users. Traditional information collection takes up to 1 hr and the chatbot takes less than 15 mins.
- Developed research methodologies for competitive analyses, heuristic evaluations, user personas, user journeys & user flows based on secondary research.
- Conducted primary research with users by gathering and analyzing data to draw insights for feature and business requirements.
- Worked on a Michigan government-led project - DNR from feature ideation, wireframing, prototyping and testing.

12/2016 - 04/2017

Nashik, India

### Product Designer

**TCS Foundation**

Non- Profit Organization and open social innovation center

- Developed project scope and objectives for Credo's Webapp (An app built to monitor, plan resources and curb the problem of child abuse in India).
- Reduced large databases to data visualizations which provided insights & discrepancies 4X faster.
- Performed user research, qualitative and quantitative analysis, SWOT, competitive analysis, identified the target audience, built personas, user journeys & flows, wireframing & prototyping.

## EDUCATION

2018 - 2020

Brooklyn, NYC

### MFA Interactive Arts

**Pratt Institute**

- Worked with technologies incorporating research in emerging tech and UX/UI to materialize projects in AR/VR, Physical Computing, Interactive Installations, Audio Visualization, 3D Modeling, Projection Mapping and Performance Arts.
- Thesis -The Virtual Time Machine - Interactive storytelling using Virtual Reality where you can change the fate of Earth by going back in time and choosing differently. Inspired by 'Choose your own Adventure'

2013 - 2017

Pune, India

### B.Des User Experience Design

**Symbiosis International University**

- Explored design thinking methodologies on problem identification, primary and secondary research, field research, surveys and interviews, qualitative and quantitative analysis, SWOT, competitive analysis, identifying focus group and target audience, persona building, user journeys and user flow, conceptualizing, wireframing, UI, prototyping and testing.
- Thesis - Credo- UX Research and Design project to solve the problem of excessive Child Abuse in the city of Nashik in India. Won "Best Design Research Award" for the same.

## MOST PROUD OF



2022 | Completed IDF accredited course on "AGILE METHODS FOR UX DESIGN"



2022 | Organized workshops on enhancing UX Maturity of the company



2017 | Won "Best Design Research Award" Symbiosis University



2016 | Presented a UX Design in Mixed Reality project | UX India 2016