

NITYA

Product Designer | UX/UI Designer

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PROFESSIONAL SUMMARY

Product Designer around 4 years of experience driving end-to-end product design across web and mobile from discovery and user research through interaction design, prototyping, and developer handoff. Skilled at translating ambiguous problems into clear UX strategy, scaling design systems, and running usability testing that turns insight into measurable product impact. Known for close, low-friction collaboration with engineering, product, and business stakeholders, and for accessible, human-centered design that holds up under real-world use.

CORE SKILLS

Product & UX: Product Design · Product Discovery · UX Strategy · Design Thinking · Product Thinking · Feature Prioritization · Information Architecture · User Flows · Journey Mapping

Research & Testing: User Research · Usability Testing (Moderated & Unmoderated) · User Interviews · Journey Mapping · Design Validation

Design Craft: UI Design · Interaction Design · Wireframing · Rapid & High-Fidelity Prototyping · Design Systems · Design Tokens · Responsive & Mobile Design · Visual Design · Accessibility (WCAG 2.1 AA)

Delivery & Collaboration: Cross-functional Collaboration · Stakeholder Management · Developer Handoff · Agile/Scrum · Design Documentation

Tools: Figma · FigJam · Miro · Maze · Userberry · Notion · Adobe Photoshop · AI Tools (ChatGPT, Gemini, Perplexity, Lovable, Google Flow)

FEATURED PROJECTS

PayNORA | Senior-Friendly Digital Payments Platform · FinTech

- Led end-to-end product design for a mobile payments experience closing the digital-confidence gap for seniors, where over 70% of Indian seniors abandon digital payment apps at first use.
- Conducted 20+ usability sessions and 15+ user interviews to uncover trust and literacy barriers, translating findings into a simplified, guided-practice interaction model and accessible IA.
- Validated designs through iterative testing, driving a 40% improvement in task completion speed and a 75% independent task-completion rate among senior users.

MedEase | Medication Management Platform · Healthcare / Caregiver

- Designed a medication management and caregiver companion app for nearly half of older Indians managing 5+ daily medicines, as part of a nine-member hackathon team.
- Conducted 20+ user interviews with elderly users and caregivers, then built and documented a reusable component library of 25+ components for a research-driven, accessibility-focused UX.

EXPERIENCE

Senior UI/UX Designer — Accord Marketers Pvt Ltd

Oct 2025 – Feb 2026

- Led product design across three concurrent client engagements, owning discovery, UX strategy, and high-fidelity design delivery end to end.
- Partnered closely with engineering during developer handoff, tightening design documentation and reducing developer clarification requests by roughly 30%.
- Built design systems and reusable UI patterns, strengthening client relationships so all three engagements were renewed beyond their original scope.

Digital Designer — Blue Bead Ventures

Jan 2023 – Dec 2023

- Designed digital product interfaces and marketing assets, collaborating with founders and cross-functional teams to translate business goals into user-facing design.

Career Break: 2018 – 2022 (personal / family commitments)

Graphic Designer — Silicon India | Aeromag Asia

May 2016 – Aug 2018

- Created visual and layout design for digital and print media, establishing a strong foundation in visual hierarchy, typography, and brand consistency.

LEADERSHIP & AWARDS

- Best Squad Award — Hyper Hackathon & Career Accelerator, and Fabulous Facilitator recognition for workshop facilitation, both at Design for Change
- Best Team & Best Performer — HV8.0 Hackathon (MedEase)

EDUCATION & CERTIFICATIONS

- Product Design Program — Design for Change (DFC), 2025 – Present | Bridge UX Design Studios, 2024
- Advanced Diploma in Graphic Design — Sanford College of Information Technology, 2016
- B.Sc. Electronics, Mathematics & Computer Science — Indian Academy Degree College, 2015