

NITYA S

Human-Centered Product Designer — EdTech

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PROFESSIONAL SUMMARY

Human-Centered Product Designer with 3+ years leading research-driven learning experiences that turn confusion into confidence for first-time and underserved learners. Specializes in EdTech product design — product discovery, accessible interaction design, and behavior-change patterns built around guided, low-stakes practice. Owns the end-to-end process: user research, information architecture, design systems, and developer collaboration, working cross-functionally with engineering and product to ship what the research surfaces. Designs this way because interfaces built on real research are what actually help people learn, not just complete a task.

CORE EXPERTISE

UX Research: User interviews, moderated and unmoderated usability testing (Maze, Userberry), journey mapping, persona development, heuristic evaluation, A/B testing, competitive analysis, product discovery, research synthesis

Product Design: Wireframing, high-fidelity prototyping and prototype testing (Figma), design systems, interaction design, information architecture, user flows, user-centered design, design thinking, WCAG 2.1 AA accessibility, mobile-first and responsive design, conversion rate optimization

Collaboration & Delivery: Agile/Scrum, product strategy, stakeholder management and facilitation, annotated Figma developer handoff, cross-functional collaboration, problem solving

Tools: Figma, FigJam, Miro, Notion, Adobe Photoshop

AI Tools: Gemini, Perplexity, Lovable, Google Flow, Maze, and Userberry for AI-assisted research; ChatGPT

EXPERIENCE

Senior UI/UX Designer | Accord Marketers Pvt Ltd

Oct 2024 – Feb 2025

- Held sole design ownership across three concurrent client products — discovery, UX research, interface design, and developer handoff — with all three clients renewing the engagement beyond its original scope.
- Built reusable design systems and detailed Figma developer annotations, cutting developer clarification requests by roughly 30%.
- Opened each engagement with heuristic evaluations and competitor audits, reducing late-stage design revisions across all three projects.

Digital Designer | Blue Bead Ventures

Jan 2023 – Dec 2023 · Interface & Digital Design, Full Time

- Redesigned core interface flows for the company's digital product, working directly with founders and engineers to turn loosely-scoped requirements into build-ready screens.
- Partnered with developers through implementation to close the design-to-build gap, reducing rework on shipped screens and keeping the visual system consistent as the product grew.

Graphic Designer | Silicon India | Aeromag Asia

May 2016 – Aug 2018 · Editorial & Print Design, Full Time

- Designed editorial layouts and print collateral for a fast-moving publication schedule, establishing consistent typography and visual hierarchy across issues to keep the brand recognizable at a glance.
- Collaborated with editors and the print production team to keep layouts on schedule and on-brand, building an early discipline in visual consistency that now underpins the design-systems work in later roles.

FEATURED PROJECTS

PayNORA — Guided-Practice Onboarding for Senior Citizens

Learning-Centered Digital Literacy · Accessibility · Mobile Design

- Ran 20+ usability sessions and 15+ interviews to isolate why 70%+ of Indian seniors abandon digital payment apps at first use — not from an inability to learn, but fear of making an irreversible mistake.
- Designed a guided-practice learning flow — simulated transactions, voice narration, multilingual labels — so users learn by doing in a safe, low-stakes environment.
- Result: 40% faster task completion; independent completion rose from 0% to 75% by the end of the session.

MedEase — Behavior-Reinforcement Learning Tool for Caregivers

Habit-Formation & Health Literacy · Hardware & App Design

- Led UX research and design within a nine-member team for a medication dispenser and companion caregiver app that teaches and reinforces correct dosing habits through confirmation rather than reminders.
- Designed onboarding flows and a high-fidelity prototype built around large touch targets, voice cues, and low-literacy learning patterns for elderly users.
- Result: validated confirmation-based learning as the key driver of user trust; recognized Best Performer and Best Team at Hackathon HV8.0.

LEADERSHIP & ACHIEVEMENTS

- Design for Change (DFC): facilitated design and research learning activities across DFC and Hyper Hackathon cohorts; awarded Fabulous Facilitator for leadership in growing the design community.
- Best Performer (Overall Impactful) and Best Team (Visual Design Day), Hackathon HV8.0.
- Best Squad, Edutech Hyper Hackathon and Career Accelerator, for teamwork, collaboration, and accountability.

EDUCATION

- Product Design Program, Design for Change (2025 – Present)
- Product Design Program, 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)