

NITYA S

Senior Product Designer, UX Lead – Fintech & HealthTech

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PROFESSIONAL SUMMARY

Product Designer with 3+ years designing research-backed, user-centered digital products across Fintech, HealthTech, and Enterprise SaaS, from mobile apps to multi-role enterprise platforms. I combine UX design and UX research to focus on regulated, high-stakes environments where accessibility, trust, and precision directly shape adoption, owning the full process end to end: research planning, interaction design, and developer handoff, and driving work independently from an ambiguous brief to a tested, production-ready prototype. I welcome the opportunity to discuss how this experience could translate to your team. Target Roles: Senior Product Designer | Product Designer | UX Lead – Fintech, HealthTech, Enterprise SaaS

SKILLS & TOOLS

- **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, CRO
- **Collaboration & Delivery:** Agile/Scrum, product strategy, stakeholder management and facilitation, annotated Figma developer handoff, cross-functional collaboration, problem solving
- **Domain Knowledge:** Fintech payments and digital inclusion, healthcare EMR/SaaS platforms, enterprise multi-role dashboards, early-stage SaaS, e-commerce
- **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 2025 – Feb 2026

Agency, Full Time (role concluded due to personal circumstances)

- Held sole design ownership across three concurrent client products, independently managing discovery, UX research, interface design, and Figma handoff documentation within tight agency timelines; all three clients renewed the engagement beyond its original scope.
- Designed responsive web and mobile interfaces for early-stage SaaS startups, applying CRO principles such as progressive disclosure, visual hierarchy, and friction reduction to improve sign-up and checkout conversion at key drop-off points.
- Built reusable design systems and produced detailed Figma developer annotations across three client products, reducing developer clarification requests by approximately 30% and enabling smoother post-handoff implementation.
- Opened each engagement with heuristic evaluations and competitor audits, reducing late-stage revisions and misaligned assumptions across all three projects.

Digital Designer, Blue Bead Ventures, Jan 2023 – Dec 2023

Interface and digital design, Full Time

Graphic Designer, Silicon India | Aeromag Asia, May 2016 – Aug 2018

Editorial and print design, Full Time

PROFESSIONAL DEVELOPMENT & LEADERSHIP

Design for Change (DFC), Structured UX Impact Program, Feb 2025 – Present

- Facilitated design and research activities for DFC and Hyper Hackathon cohorts; awarded Fabulous Facilitator recognition for leadership in managing and growing the design community.
- Led UX research and design for MedEase within a nine-member hackathon team; recognized as Best Performer (Overall Impactful) and Best Team (Visual Design Day) at Hackathon HV8.0.
- Awarded Best Squad for teamwork, collaboration, and accountability at the Edutech Hyper Hackathon and Career Accelerator for consistent commitment to personal and professional growth within the DFC program.

FEATURED PROJECTS

PayNORA, Fintech Mobile App for Senior Citizens (UX Research · Accessibility · Fintech · Mobile Design)

- Over 70% of Indian seniors abandon digital payment apps at first use, driven by fear of irreversible mistakes rather than inability to learn.
- Ran 20+ usability sessions and 15+ interviews (Maze, Userberry) to isolate the real barrier, then designed a confidence-first Figma experience with simulated practice transactions, voice navigation, multilingual labels, and WCAG 2.1 AA compliance across the full onboarding to payment flow.
- Result: 40% faster task completion, 75% independent completion by session end, up from 0% at baseline.

MedEase, Elder Care Medication Management System (UX Research · Accessibility · HealthTech · Hardware & App Design)

- Nearly half of older Indians manage five or more daily medicines, and existing reminder tools cannot confirm a dose was actually taken.
- As part of a nine-member hackathon team, led research and design for MedEase, a portable medicine dispenser paired with a caregiver app; ran elderly and caregiver interviews plus market analysis to validate the problem.
- Designed the information architecture, user flows, wireframes, and a high-fi prototype built around large touch targets, voice cues, and low literacy patterns, alongside a companion caregiver app; usability tested the prototype with elderly and caregiver participants.
- Result: validated confirmation, not reminders alone, as the key driver of trust; recognized as Best Performer and Best Team at Hackathon HV8.0.

EDUCATION & CERTIFICATIONS

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)