

# NISHITAMUHNOT

UX Designer & Researcher

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## SKILLS

### Design

Web | Phone | Tablet | Responsive  
Personas | Storyboards | User Journey  
Concept Model | Feasibility Analysis  
Information Architecture | Wireframes  
Visual Design | Design Specifications  
Product Video | Sketch | Illustrator  
InDesign | XD | Photoshop | InVision  
Zeplin | Keynote | After Effects

### User Research

Contextual Inquiry | Guerilla Research  
Diary Study | Surveys | Card Sorting  
Task Analysis | Cognitive Walkthrough  
Affinity Diagrams | Heuristic Evaluation  
Competitive Analysis | Web Analytics  
Usability Testing | Accessibility Testing  
Facial EMG | A/B Testing | Recruitment

### Development

HTML | CSS | JavaScript | C++ | GitHub

### Languages

English | Hindi | French

## ACTIVITIES

- American Red Cross
- Austin Disaster Relief Network
- Adobe student representative for Game Development
- Graphic design freelancing
- Tufte's Data Visualization workshop
- TartanHacks hackathon
- Certificate in Maya 3D animation
- Photography, Travel, Table Tennis

## EDUCATION

### Master of Human-Computer Interaction | August 2013

Carnegie Mellon University, Pittsburgh, US. QPA: 4.02/4.33

### Bachelor of Engineering in Information Science | May 2010

Rashtrreeya Vidyalaya College of Engineering (RVCE), Bangalore, India. Score: 76.2%

## WORK EXPERIENCE

### Jocata, Design Lead | Hyderabad, India | Jan 2018 - Present

Fintech Startup. Leading the design of customer facing and enterprise applications for banks such as American Express, Axis, Tata Capital, etc. Setting up the design department and hiring designers. Building a design thinking culture through education.

### IBM, UX Designer & Researcher | Austin, US | July 2016 - Dec 2017

Designed and did user research for Data Refinery, part of Watson Data Platform- a suite of services for Business Analysts, Data Scientists, and Data Engineers to manage Big Data.

- Created concepts and iteratively designed solutions such as data profile view, new user experience, data cleaning operations, data types, homepage, etc.
- Planned, prototyped, recruited users and led usability tests. Prioritized the problems.
- Did UX evaluations and cognitive walkthrough of the product.
- Took initiatives to establish processes and teach design thinking externally.

### R/GA, Experience Designer | Austin, US | April 2015 - June 2015

Design Agency. Worked on defining interactions for an iPhone app for a supermarket chain, Whole Foods. Discontinued due to a major car accident.

### 1stdibs, Interaction Designer | New York, US | September 2013 - July 2014

E-commerce website for antiques and luxury goods. Designed and did user research in an Agile environment. Encountered visa issues.

- Designed concepts, UX and visuals iteratively for projects such as inventory management, messaging platform, payments, refunds, etc.
- Led user research for new target users- Interior Designers. Distilled insights and conducted a stakeholder workshop for opportunities and execution plan.
- Took initiatives to create personas, enforce standards, conduct UX evaluations, establish processes, and interview interns.

### Expedia, Interaction Architect | Pittsburgh, US | January 2013 - July 2013

Masters capstone project. Did user research and designed an iPhone app that helps travelers build an itinerary. Quantified user's feedback using Facial EMG.

### QuantMD, Interaction & Media Designer | Pittsburgh, US | July 2011 - June 2012

Carnegie Mellon Medical Image Analytics Startup. Designed a software for radiologists to analyze MRI images. Created branding and marketing content. Managed the website.

### Microsoft, Support Engineer | Bangalore, India | July 2010 - June 2011

Provided technical support for an online collaboration tool called SharePoint.