Sumit Nayyar

Full-Stack Designer & Developer

Product Designer blending UX strategy, interaction design, and data-driven thinking to craft seamless digital experiences.

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Socials

Website
My Online Hub

Linkedin
/sumit-nayyar-a271a814b

Behance
@desman_designer

Dribbble
@Skn99

Languages

Punjabi
Native Speaker

English
Professional working

Hindi
Professional working

Italian
A1

Experience

Jun 2021 - Jul 2024 — India
Full-stack Designer and Developer
Optmyzr Inc.

Led UI engineering for multiple SaaS features using React, modern JavaScript, and scalable component patterns. Delivered a Benchmarking Tool that increased signups by 10% and conducted UX-driven user studies (50+ participants) for a Data Integrations project (+13% engagement). Contributed heavily to a **React ecosystem migration,** improving developer workflows for a 30+ member team and ensuring high-quality **design-to-code handoff,** QA, and interface consistency.

May 2020 - Jun 2021 — India
Intern – UI Designer and Front-End Engineer
Optmyzr Inc.

Redesigned core marketing pages and implemented UI improvements using **HTML, CSS, JS,** improving organic reach by 20%. Built an Insights Tool contributing to a 25% sales increase. Used behavioural and heat-map analysis to identify UX issues and improve front-end adaptability and performance across devices.

Education

Università di Trento
Trento, Italy

MS, Human Computer Interaction – Cognitive Science
Aug 2025 - Current

Aalto University
Espoo, Finland

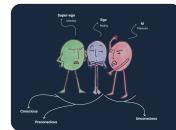MS, Human Computer Interaction
Aug 2024 - July 2025

Latest projects

Social Integration in Chilean Housing
Design participation for the development of common areas in social housing projects for better social integration within the community.

🔗 Read more

You – SuperEgo App
An app designed using behavioural psychology and desk research, based on Freud's SuperEgo concept. Main aim is to help people build habits, with meaningful interventions.

🔗 Read more

Skills

Core Skills	React & React-Native	JavaScript (ES6+)	Component-based Architecture	API Integration
Design	Mobile-first Design	Cross-platform Design patterns	Responsive UI	Usability Testing
UX Synergy	Interaction Design	Journey Mapping	Accessibility (WCAG)	Experience Design

Tools

Maze Product research	**Miro** Workshop design	**Figma** UI Design, prototyping	**Lovable** MVP Building
Blender 3D design	**Notion** Project managment	**VS Code** Code editor	