



Sumit Nayyar

Full-Stack Designer & Developer

Designing for Social Change

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Socials

LinkedIn
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Behance
[@desman_designer](#)

Dribbble
[@Skn99](#)




Languages

English
Professional working

Punjabi
Native Speaker

Hindi
Professional working

Experience

- Jul 2024 - Current • Remote
 Freelancer UX Designer & Web Developer
- Jun 2021 - Jul 2024 • India
 Full-stack Designer and Developer
Optmyzr Inc.
- May 2020 - Jun 2021 • India
 Intern - UI Designer and Front-End Engineer
Optmyzr Inc.

Redesigned the **Optmyzr company website** in collaboration with two junior developers, improving performance, accessibility, and SEO visibility. Implemented CloudCannon CMS integration to streamline content management for the marketing team. Focused on **enhancing usability, responsiveness, and conversion-oriented UX** across all touch-points

Led end-to-end UX and design research for a **Benchmarking Tool** that increased user **signups by 10%**. Conducted **user studies (50+ participants)** to guide an R&D Data Integration project, improving **engagement by 13%**. Drove a React ecosystem migration, improving workflow efficiency for a 30+ person team, and ensured product consistency through UX testing and iteration.

Redesigned the company website, improving **usability and discoverability**, which led to a **20% boost in organic reach**. Designed an Insights Tool that delivered actionable user feedback and contributed to a **25% rise in sales**. Conducted **heat-map and behavioural analysis** to identify key UX enhancements for better adaptability.

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](#)



Spatial Experience Design

Leveraged a User-Centred Design (UCD) approach to find critical **spatial experience challenges** and provide data-driven recommendations to optimise the space for social interaction.

[Read more](#)

Skills



Design

Experience Design

Interface Design

- Wireframing
- Prototyping
- Usability Testing

Design System



Development

React JS

- Emotion
- Framer

Type script

Next JS

HTML

CSS
JS

Tools



Maze
Product research



Miro
Workshop design



Figma
UI Design, prototyping



Lovable
MVP Building



Blender
3D design



Notion
Project management



VS Code
Code editor