

# Nisarga Gotekar

Product & UX Designer

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## PROFESSIONAL EXPERIENCE

### Rupeek Fintech Product Design Intern

January — June 2022

Bangalore, India

- Conceptualized and designed interface for a kiosk machine, resulting in a 73% reduction in human errors, significantly improving the user experience for over 1.5 million customers.
- Utilized Figma to create wireframes and prototypes, developing intuitive and engaging interaction designs for Machine and App interface (used by over 5 million people).
- Collaborated with cross-functional teams, including stakeholders, product managers, designers, development leads, data scientists, and user researchers, to translate user and business requirements into effective designs.
- Conducted user research, achieving a 92% success rate in user testing, yielding strong correlation between design and usability. Demonstrated functional agility by quickly adapting to changes in project requirements and timelines to successfully complete multiple delegations within strict deadlines.

### ParallelDots UX/UI Design Intern

February – May 2021

Seattle, USA (Remote)

- Proposed desktop and app interface designs for ParallelDots (B2B offering artificial intelligence and machine learning-based products and solutions for businesses), participated in user research, market research, and user testing, generating a 25% increase in user satisfaction.
- Delivered wireframes, prototypes, interaction flows, by crafting buildable solutions, well-received by clients, resulting in a 20% increase in client retention.
- Created infographics, illustration videos, and other collaterals that effectively conveyed complex data, prompting a 50% increase in user understanding and retention of key concepts.

## PROJECTS

### MamaMingle UX Prototyping

January — April 2023

Designed MamaMingle app for new mothers, conducted extensive user research, created a hi-fi prototype with a rich and diverse design system, curated aesthetics with colour palette, typography, iconography, ran usability tests following cyclical and iterative process, added micro-interactions for an enriched user experience.

### MakeMyTrip Usability Study

August – November 2022

Directed a usability study for MakeMyTrip, to identify usability issues. Employed Heuristic Evaluation, Competitive Analysis, Affinity Mapping, and SUS score analysis to gather qualitative and quantitative data. Recruited participants for Usability Testing, provided insights to substantially enhance the product's usability.

### Meals on Wheels Central Texas Website Redesign

August – November 2022

Developed Information Architecture process documentation, with competitive analysis, content inventory, site maps, and persona. Analysed and redesigned the website's IA covering content organization, labelling, navigation, and search systems using methods like card sorting, affinity maps, and user testing to potentially improve the site's IA and design.

### Smart Student Security System Human Computer Interaction

July – December 2020

Introduced an AI-based system for smart Security, Attendance, and Temperature management, integrating Face and Voice Recognition technology to address concerns during COVID-19. Utilized HCI modules like Storyboarding, User Personas, Cognitive Walkthrough, and Literature Survey to develop the system. Conducted primary and secondary research on target audience.

## VOLUNTEER EXPERIENCE

### VinnovateIT Head of Design and Product Manager

May 2020 — May 2021

Vellore, India

- Formulated a product roadmap for the IT Innovation and Incubation Lab in college, leading and mentoring a team of designers to design and deliver several real-time mobile and web applications, successfully catering to 18,000+ users from diverse student communities. Associated with multifaceted teams, involving developers, marketers, business analysts, to ensure timely product delivery and launch, meeting the KPIs and UX goals.
- Boosted the organisation's social media presence by 500%, enhancing brand awareness and target audience engagement. Managed sponsorships, logistics, and branding for design events and hackathons, triggering a rise in involvement from students, sponsors, and industry partners.

## EDUCATION

### The University of Texas at Austin

2022–2024 expected

Master of Science, Information Studies

Focus: **Human-Computer Interaction**

Current GPA: 4.0/4.0

#### Relevant Courses:

- UX Prototyping • Usability Testing
- Advanced Usability • Accessible UX
  - Information Architecture and Design
  - Perspectives on Information

### Vellore Institute of Technology, Vellore

2018–2022

Bachelor of Technology, **Information**

**Technology**

CGPA: 9.03/10

#### Relevant Courses:

- Human-Computer Interaction • Web Technologies • Problem Solving and Object Oriented Programming
- Object Oriented Analysis and Design
  - Mobile Application Development
  - Software Testing • Natural Language Processing • Marketing Management • Lean-Startup Management • Software Project Management • Business Communication

## SKILLS

### Design & Research

- UX Design • UX Research • UX Content
- Accessible Design • Design Systems
  - Information Architecture • Usability Testing • Surveys • Stakeholder Interviews • Sketching • Wireframing
  - Prototyping • Illustrations
  - Animations • Interaction Design
  - Visual Design • Graphic Design
  - Product Strategy • Branding
  - Marketing

### Tools

- Figma • Framer • Adobe Photoshop
- Adobe XD • Adobe Illustrator
  - Webflow • Miro • Canva • ProtoPie
  - InVision • Sketch • Jira

### Programming & Development

- HTML5 • CSS • C • Python • Java • SQL
- R • Linux