# Nisarga Gotekar

115A, 2401 Longview Street, Austin, Texas - 78705

UT EID: ncg743 • nisargagotekar@utexas.edu • +1 (512) 736-0491 • www.linkedin.com/in/nisarga-gotekar

## EDUCATION

**The University of Texas at Austin,** 2022-2024           **Austin, Texas**
*Master of Science, Information Studies*
*Specialization in UX Research/Design and Human-Computer Interaction*
Current GPA: 4.00/4.00

**Vellore Institute of Technology, Vellore,** 2018-2022           **Vellore, Tamil Nadu**
*Bachelor of Technology, Information Technology*
Cumulative GPA: 9.03/10

## PROFESSIONAL EXPERIENCE

**The University of Texas at Austin - Dining Marketing Student Manager**, Sept 2022 – Present     **Austin, Texas**
*Part-time*
- Developing marketing strategies and creatives for on-campus events and campaigns for University Housing and Dining.
- Assisting with event planning, coordination, and management.

**Rupeek Fintech Pvt. Ltd. - UI/UX Intern**, January 2022 – June 2022       **Bangalore, Karnataka**
- Conceptualized design with storyboards and user flows, built wireframes and prototypes for an online asset-backed lending platform providing low-interest gold loans.
- Developed intuitive, usable, and engaging interactions and visual designs for Gold Teller Machine and App interface using Figma, giving a seamless experience to the user base.
- Collaborated with cross-functional teams throughout the design process. Participated in user research and interaction studies.
- Translated user needs and business requirements into effective designs and engaged with developers for design hand-offs.

**ParallelDots Pvt. Ltd. - UI/UX Design Intern**, February 2021 – May 2021       **Remote**
- Designed interfaces for the ParalleDots Company Website and ShelfWatch App. The app enables FMCG companies to enhance their retail execution with Image Recognition.
- Prepared and presented wireframes, prototypes, interaction flows, and UI mockups.
- Conducted user research, market research, and testing of applications and websites to assess user experience, in a team.
- Created infographics, illustration videos, and other collaterals to present to clients.

## PROJECTS

**Aarogya Setu Redesign – UX Case Study,** October 2021
- Developed an understanding of the end-users through primary and secondary research. Identified and troubleshot the problems with the user experience of an app that provides digital service to people during the COVID pandemic. Redesigned the interface providing the users with a more satisfactory experience.

**Smart Student Security System – Human Computer Interaction** July 2020 – December 2020
- Proposed a complete system, as a part of a team, to smartly serve the domains of Security, Attendance, and Temperature, using Artificial Intelligence, Face and Voice Recognition. Applied various modules from Human Computer Interaction, such as Storyboarding, User Personas, Cognitive Walkthrough, Literature Survey. Held primary and secondary research on the targeted audience.

## VOLUNTEER EXPERIENCE

**International Service Director, Rotaract Club of VIT,** October 2020 – October 2021
- Served as a representative of the Rotaract Club of VIT to outside organizations both locally and internationally to raise funding and spread support.
- Engaged with various Rotary Clubs and NGOs for collaborations, letterhead exchanges and healthy negotiations.
- Maintained social media handles for marketing, engagement, and awareness.

**Head of Design, VinnovateIT,** May 2020 – May 2021
- Led, managed, and mentored a team of designers for the IT Innovation and Incubation Lab in college.
- Contributed to designing the interface of several real-time mobile and web application team projects, namely, StudyHub, VIT Mentor, SemBuddy, and Amigos, which extensively helped students from different communities with their university routines.
- Revamped the social media identity for informational campaigns.

**The Management team, VinnovateIT,** July 2019 – May 2021
- Organized hackathons, design and technical events, webinars, and workshops.
- Strategized on designs for digital marketing, branding, outreach, and sponsorship.

## SKILLS

**Research/Design:** UX Research, UX Design, Usability Testing, User Flows, UX Content, Sketching, Wireframing, Prototyping, Storyboarding, Contextual Inquiry, Surveys, Illustrations, Personas, Visual Design, Graphic Design, Branding
**Software:** Figma, Adobe Photoshop, Adobe XD, Adobe Illustrator, Webflow, Miro, Canva
**Programming, Development, and Networks:** HTML5, CSS, Basic C, Basic Python, Basic Java, SQL, R, Linux, CISCO Packet Tracer, Wireshark, WinFingerprint

## EXTRA-CURRICULAR ACTIVITIES

**Social Service,** December 2018 – October 2021
• Core Committee and Board Member of Rotaract Club of VIT, an NGO, for 3 years in college. As the International Service Director, globally acted as a connecting link between Rotary International, Rotaract Club of VIT, and other associated clubs.

**Merit Awards**, December 2013 – December 2016
• Bagged a yearly merit award for 4 consecutive years in school.

**Public Speaking,** October 2013 – October 2015
• 9 awards at school and inter-school level public speaking competitions entailing different languages.

**Military Training,** April 2014 – May 2014
• Certified as proficient after finishing beginner level Military and Personality Development training conducted by Bhonsala Military College, Nashik.

**Art Exams**, September 2011 – September 2012
• Cleared the Elementary Drawing Grade Examination and Intermediate Drawing Grade Examination organized by the Art Directorate of the Government of Maharashtra, India, for admissions to specialized higher courses such as Commercial Art, Fine Art, Foundation, and other technical courses.

**Mental Arithmetic,** April 2007 – October 2010
• Secured a Grand Master Badge in Mental Arithmetic for finishing all 8 levels of Aloha ABACUS. Won a bronze medal at state-level championship.