Nisarga Gotekar

Product & UX Designer

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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 Product Designers, Product Managers, and developers, to translate user needs and business requirements into effective designs.
• Conducted user research, interaction studies, and usability testing, independently and in team, achieving a 92% success rate in user testing, yielding strong correlation between design and usability.

ParallelDots   Product Design Intern
February - May 2021   Seattle, USA (Remote)

• Proposed interface designs for the ParallelDots Company Website and ShelfWatch App, participated in user research, market research, and user testing, generating a 25% increase in user satisfaction.
• Delivered wireframes, prototypes, interaction flows, and UI mockups, 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 comprehensive design system, curated aesthetics with a defined colour palette, typography, and iconograph, ran usability tests, and added micro-interactions for an enriched user experience.

MakeMyTrip   Usability Study
August - November 2022

Directed a usability study for MakeMyTrip, a travel application, 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 and 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 the needs of 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 • Accessibility • 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 & Developement

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