

Nisarga Gotekar

Product Designer | UX Researcher

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PROFESSIONAL EXPERIENCE

The University of Texas at Austin Marketing Student Manager | Part-time

September 2022 – May 2023

Austin, USA

- Developed and executed marketing strategies, creatives and graphics to promote on-campus events, leveraging audience research to develop effective messaging and promotional materials. Analyzed event feedback, using data-driven insights to improve marketing efforts that increased positive feedback from students by 40%. Collaborated with cross-functional teams to plan, coordinate, and manage events.

Rupeek Fintech Product Design Intern

January – June 2022

Bangalore, India

- Conceptualized and designed kiosk machine interface using Figma and Sketch, resulting in a 73% decrease in errors. Developed intuitive interaction designs for consumer devices (kiosk, app, website) with 5 million+ users.
- Collaborated with cross-functional teams (Stakeholders, Product Managers, Designers, Researchers, and Engineers) to translate user data, technology requirements, and business goals along with priority negotiations, leading to effective design solutions that improved the user experience for over 1.5 million customers.
- Conducted generative and evaluative research, and usability testing to understand users' needs, both independently and as part of a team, achieving a 92% success rate in user testing, indicating a high user satisfaction and a strong correlation between design and usability.

ParallelDots UX/UI Design Intern

February – May 2021

Seattle, USA (Remote)

- Proposed desktop and app interface designs for ParallelDots, participated in user research, market research, and usability testing to uncover pain points leading to a 30% improvement in overall user experience.
- Delivered Wireframes, Hi-fidelity Prototypes, User Flow Diagrams, by crafting buildable solutions, well-received by clients, resulting in a 20% increase in client retention.
- Created infographics, illustration videos, and other graphic collaterals that effectively conveyed complex ideas and data, resulting in a 50% increase in user understanding and retention of key concepts.

PROJECTS

MamaMingle UX Prototyping

January – April 2023

Designed an app for pregnant women/mothers, conducted extensive user research, created hi-fi prototype with rich and diverse design system, curated aesthetics with colour palette, typography, iconography, ran usability tests with iterative process, advocated user-centric design, added micro-interactions for enriched UX.

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. Analysed and redesigned the website's IA covering content organization, labelling, navigation, search systems using methods like card sorting, affinity maps, user testing to potentially improve the site's design.

Smart Student Security System Human Computer Interaction

July – December 2020

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

VOLUNTEER EXPERIENCE

Friends of Figma, Austin Program Manager

September 2022 – Present

Austin, USA

- Executing creative strategies and applying skills in problem-solving, marketing and communication to oversee the development and implementation of various design-related programs and initiatives. Leveraging expertise in UX Design and Research to drive successful Product Management and, deliver on critical business requirements and high-quality user experience.

VinnovateIT Head of Design and Product Manager

Aug 2018 – May 2021

Vellore, India

- Formulated a product roadmap for the IT 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 with graphic designs and marketing. 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: UX Research/Design, 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 • Statistics for Engineers • 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
- Qualitative and Quantitative Research • Storyboarding • User Personas • Usability Testing
- A/B Testing • Surveys • Stakeholder Interviews • Contextual Inquiry
- Affinity Mapping • Card Sorting
- Heuristic Evaluation
- Interaction Design • Visual Design
- Graphic Design • Product Strategy
- Branding • Marketing • Statistics
- Data Analysis

Tools

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

Programming & Development

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