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EDUCATION

2014 – 2016 Master of Information Management and Systems, University of California, Berkeley

Focus: Product Design & User Research

2007 – 2011 Bachelor of Computer Engineering, Mumbai University, India

WORK EXPERIENCE

2016 PROGRAM LEAD, AI CHATBOT COLLIDER, UC Berkeley

Interaction design guidance for student engineers developing chatbots; My teams have

launched 2 Facebook Messenger bots featured on chatbotsmagazine.com.

2016 **DESIGN LEAD,** Yackle.co

Led summative and formative user research after v1 was built; this understanding of user

needs helped us reach **70%** of the target user base after launch.

Created wireframes and low fidelity mockups for new designs to improve user retention.

2015 **UX DESIGN INTERN,** Amazon.com, Inc.

Collaborated with designers, researchers, engineers, and product managers throughout the design process — creating wireframes, building user-interface mockups and prototypes. Planned and conducted a **usability** test (first one for the product at that time) leading to an

improved understanding of users and more informed problem solving.

2015 **PRODUCT DESIGNER,** truecare24.com

Designed and developed the first web product for an on-demand healthcare startup.

Defined features, positioning, pricing and strategy by completing **110** customer interviews.

2011 – 2014 **SOFTWARE ENGINEER,** Atos India

Web development to build a register of non-residents (over 10% of population) for the Dutch

public administration; this system has been in use in the country since 2014.

Built functional prototypes for potential new products — mobile app, file transfer system —

working with Product and Sales teams.

RELEVANT PROJECTS

THE GADFLY PROJECT, Master's Degree Capstone

Conceptualized and designed specs for an API that uses natural language processing to

generate questions from input text.

Defined product vision and carried out generative, formative and summative user research.

Conversational UI design and coding for a Slack bot powered by the API.

2014 **WAYFINDER,** UC Berkeley

Interviewed and observed users, created personas and conceptual models for user behavior

and created **Google Glass** wireframes to test a navigation app for the visually impaired.

SKILLS

Methods Interviews, Usability Testing, Participant Observation, Personas, User Flows, Surveys **Tools** Sketch, InVision, Illustrator, Framer Studio, Wireframes, Prototyping

Technical Java, Python, Sencha Touch, HTML5, CSS3, JavaScript, jQuery, SQL, Processing, D3