Nahush Farkande.

UX/Product Designer

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EXPERIENCE

Product Designer— *Qumulex*

APRIL 2022 - MAY 2022

- Augmented the existing product with **2 primary and 1 secondary features** that would allow the company to target the surveillance market in the Hardware Retail space.
- **Identified 9 pain points** in the current surveillance system used by hardware retail stores by **interviewing 1 hardware retail store staff** and **2 security integrators**
- Formulated a **retail specific business model** using tools such as Environmental Analysis, Business Model Canvas and Value Proposition Canvas
- Brainstormed **multiple solution approaches**, **sketched initial ideas** and built the final **figma prototype** involving **20+ screens**

Product Designer— *Endress + Hauser*

JANUARY 2022 - MARCH 2022

- Conceptualized and designed a Water Sustainability Tracking System for the company with **2 primary and 4 secondary features**
- **Recognized 7 pain points** in the current sustainability tracking methods by performing **Secondary research,** conducting **1 contextual inquiry** at a water treatment plant, and **Interviewing the sustainability executive** and **plant manager**
- Constructed the **Information Architecture, Wireframes** and **Figma Prototype** involving **10+ screens**
- **Identified the business goals** of the company and shaped a business model around the new product using tools such as the Business Model Canvas, Value Proposition Canvas and Environmental Analysis

Lead UI Developer— *LumenData*

DECEMBER 2018 - JULY 2021

- **Led the development** of a client business-to-business marketing intelligence web application from the proof of concept to a complete product which **grew the customer base by 10 customers companies**
- Collaborated with the company CEO, VP of engineering, and the designer to **assess requirements, build and iterate 40+ features** into the product, and **design 4-5 features** in the product

EDUCATION

MS, Human Computer Interaction
IUPUI, Indianapolis, USA
AUGUST 2023 | GPA - 3.9/4

BE, Computer Engineering
I2IT, Pune, India
JULY 2015

SKILLS

Design
Information Architecture, Paper Prototyping, Sketching, Storyboarding, Typography.

Research
User Interviews, Affinity Mapping, User Flows, User Personas, Competitive Analysis, Heuristic Evaluation, Contextual Inquiry.

Tools and Languages
Figma, Procreate, Photoshop, Adobe XD, HTML, CSS, ReactJS, Typescript, SASS.

Frameworks
SCRUM, KANBAN.

AWARDS

AT&T 5G Sports Hackathon - Winner ($29,000)

IUPUI Design Sprint (Neighborhoods of the future) - 2nd place ($500)

IUPUI Design Sprint (21st century Education) - 1st Place ($795)

Monon30 Innovation Sprint - 3rd Place ($200)