

NIJAS MOIDEEN

UI/UX Desinger



ABOUT MYSELF

A curiosity driven enthusiast dedicated to simplify everyday life with the creative process of User Experience Design

CONTACT

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SKILLS & TOOLS

TOP HOBBIES

EDUCATION

2006	Bachelor of Multimedia Communication
2009	Under University of Calicut University Rank #2 in 2009
2009	Diploma in 3D Editing & Visual Effects
2011	From MAAC Institute, Indiranagar, Bangalore

WORK EXPERIENCE (11+ years)

2012	Marble Gallery (Role: 3D Visualiser) Started off my career journey as a 3D Visualizer for interior design at Marble Gallery, Calicut.
2013	Freelancing for Grapevine Intl. (Role: Web Designer) My transition into being a web designer happened with Grapevine Intl. where I have delivered more than 20 websites for mostly GCC brands. Tools & skills used: Photoshop HTML & CSS jQuery Bootstrap
2014	Acodez (Role: Web Designer) With Acodez, I have nurtured my web design skills to its best by consistently delivering high quality web projects for clients across the globe, mostly for the U.S. Tools & skills used: Photoshop HTML & CSS jQuery Bootstrap
2015 — 2019	ColorMean Creative Studio (Role: Creative Director, UI/UX Designer) With ColorMean, I was able to test myself in a leading position by delivering a handful of high quality web products including web applications, E-commerce websites and several mobile friendly websites with the help of a team of 20 people including experienced professionals and enthusiastic interns. Tools & skills used: Product &UI/UX Design E-commerce Web Apps
2019 — 2025*	BSH Hausgaratte (Bosch) (Role: Senior UI/UX Designer) The most fulfilling company in my career thus far provided me with the chance to work in the consumer electronics sector, where I contributed to their flagship home automation mobile app, Home Connect, utilised by over 2 million people worldwide. Tools & skills used: UI/UX Design Figma

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Work experiences & major contributions at current firm (last 7 years)

Role: Senior UI/UX Designer

Timeline: November 2018 - till date

Over the past six years, I've been part of several key projects at BSH, starting with internal web tools that improved business forecasting and HR processes. With strong support from the team and leadership, I moved on to contribute to Bosch's SmartGrow mobile app and later joined the core team behind BSH's flagship app, Home Connect.

MAJOR CONTRIBUTIONS AT BSH

Maintenance & Care Dashboard for Home Connect

One of the biggest challenges I noticed while working on Home Connect was that most users didn't realize their home appliances needed regular care- much like a car does. While Bosch appliances are known for their durability, skipping basic maintenance can lead to serious issues over time.

Recognising this as a key opportunity to support both the user and the brand's promise of long-lasting quality, I led the design of the Care Dashboard- a dedicated space in the app that helps users stay on top of maintenance tasks for each connected appliance. Whether it's cleaning a washing machine filter or replacing a water softener cartridge, the dashboard makes care tasks clear, timely, and approachable.

The goal was to take the guesswork out of appliance maintenance. By offering reminders, step-by-step guidance, and a simple, unified view of everything that needs attention, we reduced user frustration and helped prevent avoidable breakdowns. The Care Dashboard not only improves the day-to-day experience but also strengthens long-term trust in the BSH brand.

Home Connect AI Chatbot

I designed the Home Connect AI Chatbot- an assistant that helps users get quick answers to appliance-related questions through simple, natural conversation.

Instead of browsing manuals or menus, users can ask things like "Which program should I use for baby clothes?" or "How do I clean the dishwasher filter?" The chatbot guides them through features, suggests the right settings, and offers maintenance tips- all in an intuitive, chat-based format.

The goal was to reduce friction and make smart appliance usage feel truly smart. By turning complex information into helpful, conversational support, the chatbot adds ease and confidence to everyday interactions.

SmartGrow App

SmartGrow is Bosch's smart indoor gardening system that allows users to grow herbs and small plants at home using automated lighting and watering. I worked on the UX and UI design for the SmartGrow app, which guides users through setup, plant care, and growth tracking. The app simulates the physical device experience, making indoor gardening simple, intuitive, and enjoyable.

INNOVATION PROJECT- SMART LAUNDRY BASKET

Conceptualized a robotic laundry basket capable of autonomously navigating rooms, collecting laundry, and loading it into a washing machine when preset conditions (e.g., full load) are met

MAJOR PARTICIPATIONS

- Started a Hackathon event in the office with a team of 4 and conducted the event for multiple years, finding more than 50 innovation ideas from the fellow colleagues for the brand.
 - Volunteered in the office sports events and cultural activities
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MAJOR LEARNINGS

Tools & Platforms

- Figma ➤ Sketch ➤ Adobe XD ➤ HTML & CSS ➤ Bootstrap ➤ Basic Javascript ➤ Blender

Design & Research Skills

- UX Design ➤ UI Design ➤ User Research ➤ User Centric Design ➤ User Interviews ➤ Prototyping
- User Research with AI ➤ Product Design ➤ Interaction Design ➤ UI Kit Design

Emerging Tech & AI

- Artificial Intelligence (AI) ➤ Prompt Engineering ➤ Open AI ➤ ChatGPT ➤ DeepSeek ➤ Google Gemini
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PORTFOLIO

www.nijasmoideen.com

REFERENCES

Website(s): bosch-home.com, bsh-group.com

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SOCIAL MEDIA

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