Nithish Raja Loganathan
UX Designer

klnithishraja@gmail.com | +1(906)3703207
My Portfolio | LinkedIn

Digital Experience Designer with **4+ years of experience** designing scalable workflows for **web**, **mobile**, and **SaaS** platforms. Skilled in **interaction design**, **usability research**, and **system-wide UX**. Expertise in **design systems**, **accessibility**, and **data-driven UX**. Adept at prototyping and cross-functional collaboration to deliver seamless experiences.

PROFESSIONAL EXPERIENCE:

Head of Design, HeroCore LLC
DEC 2024 - PRESENT, WYOMING, USA.

- Led UX strategy for multiple SaaS products, defining scalable design systems, interaction models, and workflows.
- Designed and prototyped an event management platform with multi-user workflows, interactive dashboards, and real-time task management.
- Conducted user research, usability studies, and A/B testing, using Hotjar and Google Analytics to refine UX strategies.
- Streamlined design processes, reducing iteration cycles by 30% and improving collaboration with product and engineering teams.
- Built reusable UI components and interaction flows, ensuring cross-platform consistency and seamless implementation.
- Led design sprints, aligning UX execution with business goals and product vision.

Web Content Manager, Michigan Tech
SEPT 2023 - OCT 2024, MICHIGAN, USA.

- Redesigned university websites and microsites, improving search visibility, usability, and engagement.
- Optimized navigation and content flow using heatmaps and user analytics, enhancing user experience.
- Developed high-fidelity prototypes and interactive mockups, ensuring WCAG 2.1 compliance.
- Streamlined content workflows, increasing organic traffic by 20% and session durations by 40% through UX and SEO optimizations.

R&D Design Engineer, Sairam Techno Incubator Foundation
MAR 2022 - AUG 2023, CHENNAI, INDIA.

- Designed AI-driven UX solutions, enhancing automation, personalization, and efficiency in digital platforms.
- Developed UX for a $1M e-commerce platform, optimizing checkout flows, reducing task completion time by 30%, and increasing conversion rates.
- Created an AI-powered event photo-sharing platform, enabling automated tagging (87% accuracy) and 5 secs retrieval time, improving user efficiency by 40%.
- Built scalable UI systems and design frameworks, ensuring seamless integration and cross-platform consistency.
- Led usability testing and user research, identifying pain points and refining interaction models and navigation.

Chief Design Officer, Bigus'12 Technologies
AUG 2019 - AUG 2023, CHENNAI, INDIA.

- Led UX strategy and product execution across multiple digital platforms, ensuring scalability and system-wide consistency.
- Directed multi-disciplinary teams, aligning design objectives with business and technical requirements.
- Conducted user research and usability testing, optimizing navigation, workflows, and engagement.
- Led large-scale UX initiatives, integrating iterative design, data-driven insights, and cross-functional collaboration.
- Designed a scalable UX framework for a University Internship & Events Management Portal, streamlining 10,000+ monthly interactions and reducing task completion time by 20%.
- Created intuitive interfaces for QuesPool – an interactive quiz platform, enhancing user experience through usability testing and prototyping.

RESEARCH EXPERIENCE:

- Led UI/UX design and development for a wellness platform, overseeing research, workflows, and interaction design to enhance usability and engagement.
- Developed UI for a robotic navigation system, enabling gesture and voice-based interaction for seamless human-robot collaboration.

EDUCATION:

Masters in Data Science
(GPA : 3.66/ 4.0)

Michigan Technological University, MI, USA

Explored data-driven UX methodologies, usability analytics, and AI-enhanced interaction design through research and projects.

Expected Graduation: April 2025

Bachelors in Computer Science
(GPA : 3.64/ 4.0)

Sairam Engineering College, Chennai, India

Explored fundamentals of human-computer interaction, UI/UX principles, and design methodologies through extensive hands-on projects and experimentation.

Graduated on: May 2023

SKILLS:

Tools:

Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign After Effects, InVision, Animate, Procreate.

Design:

UI/UX, Wireframing, Prototyping, Interaction Design, Product Design, Motion Design, Scalable Design Systems, Lottie, Framer Motion, Animations

Research:

A/B Testing, Heuristic Evaluations, User Surveys, Heatmaps (Hotjar, Google Analytics), Accessibility (WCAG 2.1), User Journey Mapping, Behavioral Analytics, Data-Driven UX

Development Knowledge:

HTML, CSS, JavaScript (ES6+), ReactJS, Git, API Integrations

Others:

AI-Driven UX, SaaS Platform Design, Enterprise UX, Personalization, UX Analytics Agile, JIRA, Miro, FigJam, Confluence, Design Sprints, User-Centered Design, Workflow Optimization