

# NITISH HOODA

PRODUCT DESIGNER

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## // SKILLS AND WORKFLOW

### Design

USER INTERFACE DESIGN  
INFORMATION ARCHITECTURE  
INTERACTION DESIGN  
USER RESEARCH  
BRANDING/ICONOGRAPHY

### Prototyping

RAPID PROTOTYPING  
DESIGN THINKING  
FRAMER, PRINCIPLE, GIT  
ADOBE CREATIVE SUITE

### Tools/ Other Skills

ZEPLIN, MARVEL, INVSION  
TYPOGRAPHY  
SKETCH/FIGMA/ADOBE XD  
ILLUSTRATIONS  
MATERIAL DESIGN/HIG

## // WORK EXPERIENCE



### SHELL (PRODUCT DESIGNER) — CONTRACT

JAN 2021 - CURRENT

- Led the design for Collaborative Workspace Tool(CWT), a tool to digitize the process of identifying, digging and handing over multiple wellbores within a single project. Worked on end to end design process from gathering requirements, generating user research insights and using them to create user centered UX and visual design.



### LITEWALLET (LEAD DESIGNER) — FULL TIME

APR 2020 - DEC 2020

- Led the design for a suite of products(website, android and ios apps, marketing materials), created user centered, delightful and reusable design. Created the branding and visual identity for the Litewallet brand, implemented consistent design patterns and brand infusion across the different products.



### STANZA LIVING (LEAD PRODUCT DESIGNER) — CONTRACT

DEC 2019-MAR 2020

Worked on end-to-end design of Stanza Living's consumer facing(Resident App, Stanza Living website) and internal products(ERP Dashboards) along with PMs and VP of products. Created delightful, easy to use and enticing designs for the consumer products while aiming for efficiency and simplicity while designing the internal tools.



### PVR CINEMAS

NOV 2018-FEB 2019

### (LEAD UI/UX DESIGNER) — CONTRACT

- Created the design guidelines to be used for the PVR Cinemas app to make sure efficiency, consistency and scalability of the designs improve. Worked alongside the dev team and product managers to ensure accurate implementation of key app features.



- Revamped the entire UI for the Android app and the Studycopter website with user centered design principles. Created the design system and documented the UI standards and styles to be used on different mediums for all digital products, improved the android app home retention rate by **24%**.

## FREELANCE UI/UX DESIGNER (MANY PROJECTS)

- Consulted with several startups and well established companies like Mobikwik, Feetapart, Kristal.ai, Crosschecks etc. to review current products and provide delightful design solutions to solve user needs and business challenges through User Research, Information Architecture, Interaction Design, Visual Design and Prototyping.

## AMITUSLAB (DESIGN LEAD)

MAR 2014-MAR 2016

- Led the UX and Visual design and worked closely with engineers, product managers and researchers to ship multiple rich applications with challenging timelines. Architected the user interface and experience for a complex realtime messaging and management interface for Goqii, a protective healthcare app.

## // EDUCATION

### BACHELOR OF TECHNOLOGY(COMPUTER SCIENCE)

2009-2013

VAISH COLLEGE OF ENGINEERING, ROHTAK

I graduated in 2013 with a degree in Computer Science. I learnt about the Fundamentals of Computer Science and Web Design during the course. (I left my graduation course midway in 2012 to work full-time on my startup. I went back to complete the course in May 2016).

## // AWARDS

### DESIGN FOR CHANGE HACKATHON WINNER

2014, 2015

Two time winner of design thinking based hackathon, organized by Design For India, an NGO, in New Delhi, presented Eventdyne(<http://amituslab.com/eventdynev2/>), a smarter way to design and host events.

## // SOCIAL LINKS

PORTFOLIO/WEBSITE: <http://thenitish23121991.github.io> ● BEHANCE: <https://www.behance.net/thenitish2312>

LINKEDIN: <http://in.linkedin.com/in/nitishhooda> ● <https://medium.com/@nitsh>