

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
W3C SUPPORTED HTML+CSS
FRAMER, PRINCIPLE, GIT
ADOBE CREATIVE SUITE

Tools/ Other Skills

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

// WORK EXPERIENCE

LITEWALLET (LEAD DESIGNER) — FULL TIME MAR 2019-NOV 2019, APR 2020 - PRESENT

- 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.

(UI/UX DESIGNER) — CONTRACT

- Worked on the visual redesign of key app features like homepage, search, offers among others, iterated on these features based on user testing feedback, managed to increase the search conversion rate by 18%. Designed the Prebooking feature for the app, worked on user research insights to sketching, wireframing and creating high fidelity mockups.

STUDYCOPTER (UI/UX DESIGNER)

MAY 2016-NOV 2016

- 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)

MAR 2017-SEP 2018

- 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 2017

- 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)

2009-2012,2015-2016

VAISH COLLEGE OF ENGINEERING, ROHTAK

I graduated in May 2016 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> ● MEDIUM: <https://medium.com/@nitsh>