

# 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)

- 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) — CONTRACT**

**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)**

**2009-2013**

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>