

# NITISH HOODA (PRODUCT DESIGNER)

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## // SKILLS AND WORKFLOW

USER INTERFACE DESIGN

DESIGN SYSTEMS

SKETCH, FIGMA

USABILITY STUDIES

HI FIDELITY MOCKUPS

MATERIAL DESIGN

MOBILE APP DESIGN

BRANDING

ADOBE CREATIVE SUITE

ILLUSTRATIONS

ZEPLIN, MARVEL, INVISION

RAPID PROTOTYPING

FRAMER, PRINCIPLE, GIT

W3C SUPPORTED HTML+CSS

TYPOGRAPHY

## // WORK EXPERIENCE

### LITEWALLET (LEAD DESIGNER)

JUL 2018-CURRENTLY

- 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.

### PVR CINEMAS

NOV 2018-FEB 2019

(LEAD DESIGNER)

- 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.

(VISUAL 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. Designed the Prebooking feature for the app, worked on user research insights to sketching, wireframing and creating high fidelity mockups.

### FREELANCE UI/UX DESIGNER (MANY PROJECTS)

MAR 2017-SEP 2018

- Consulted with several startups and well established companies like Mobikwik, 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.

## **STUDYCOPTER (UX+VISUAL 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. Created the hi-fidelity mockups, wireframes and prototypes for different features.

## **AMITUSLAB (DESIGN LEAD)**

MAR 2015-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.

## **// PERSONAL PROJECTS**

### **MAFIA CITIZEN GAME** (<http://mafia-citizen2.herokuapp.com/>)

NOV 2016-CURRENTLY

- Architected the user interface and experience for a complex realtime messaging system between players for Mafia, a multiplayer strategy game, worked on several other personal projects.

## **// 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>