

Pinki Nadar

UX Designer

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Skills

Experienced in User-Centered Design (UCD), Interaction Design (IXD), and Human-Computer Interaction (HCI)

Design: Information Architecture, Journey Maps, Sketching, Wireframing, Visual Design, Animation, Prototyping

Analysis: Competitive Analysis, Quantitative Analysis, Heuristic Evaluations, Usability Testing, A/B Testing

Design Systems: Atomic Design, Component Libraries, Design Tokens, Documentation, Writing

Standards: ADA, WCAG 2.1, W3C Guidelines

Agile Methodology: Scrum, Sprint Planning, Stakeholder Collaboration

Tools: Figma, Sketch, Adobe XD, Framer, Principle, Notion, Miro, Microsoft Office, Google Suite, Invision

Frontend Development: HTML, CSS, React, Bootstrap, Tailwind CSS, JQuery, Javascript

Experience

08/2024 - PRESENT

Athreya Inc., Edison, NJ - UX Designer

- Managing the rebranding of the website, which will be ADA compliant, blending visual and HCI design principles with user experience to create accessible and aesthetically engaging interfaces using Figma.
- Focused on improving usability for diverse audiences while aligning with marketing goals to enhance user engagement and drive conversions.
- Defined visual design systems to create a holistic and detailed approach to typography, color, patterns, layouts, icons, grids & spacing in Figma.

10/2023 - 08/2024

Hexaware Technologies - Lead Designer

- Directed a UX design team, mentoring junior designers, leading the products from 0 to 1, including contributing to product strategy in B2B and B2C projects with Agile methodology.
- Created & maintained design system using atomic design principles made with auto-layout in Figma. Implement design tokens to maintain consistency & scalability.
- Detailed documentation of all the components. Ensuring when and how to use a component in the application. Reduced development effort by 32%.
- Ensured all websites followed WCAG 2.1 accessibility guidelines and implemented inclusive design principles to enhance the user experience.
- **Indigo RFP** - Developed and executed interactive design prototypes in Figma for RFPs based on problem statements, delivering tailored solutions that addressed specific client needs.
- Conducted market research, competitive analysis, and quantitative analysis to propose design enhancements, leading to increased product efficiency and a 25% boost in positive customer feedback.
- **Mergence Studio** - Experienced in spatial design and developed AR/VR training experiences for workshop employees to operate machinery, resulting in a 20% reduction in operational errors.

06/2021 - 09/2023

Brewex Design Studio - UX Designer

- With experience in startups and in developing secure software as a service (SaaS) and business-to-business (B2B) web applications across various domains such as finance, gaming, security, government and legal. Understanding on reporting tools like Power BI and Tableau.
- Performed competitive and qualitative analyses, conducted usability tests, and heuristic evaluations, and delivered findings along with design recommendations to the client and internal team.
- **Xactly** - Led the design of seamless, user-centric web experiences for US clients in the finance domain.
- Developed, organized, and expanded a robust design system and toolkit with a library of reusable components and visual assets that creates a functional design in Figma.
- Collaborated effectively with product team members. Solved problems in data visualization and created a high impact that enhanced user engagement and business outcomes by 32%.
- **Predio.AI** - Led the rebranding of a contract analysis web app, enhancing usability by 41%.
- Leveraged a robust design system to create reusable components, reducing development efforts by 62% and driving efficiency across the platform.

06/2019 - 01/2021

Biztech IT Consultancy - Sr. Front-End Developer

- Joined Biztech as a front-end developer. Worked on various platforms like WordPress, Magento, IONIC, and CRM. Knowledge of Tailwind CSS and React.
- **Reportly** - A reporting app for building inspections in Australia. Worked as a front-end developer, which was built in Bootstrap v3 and designed in Invision.
- Managed to work as a UX designer, where I collaborated with clients and created wireframes, mockups and interactive prototypes for Web and mobile apps. Created user flows based on user persona.
- Reduces development efforts by 50% and increases user satisfaction by 65% by doing usability testing with the proposed design.
- Ensured all the designs are functional, emotional, usable and made with human-centered principles. Experienced in Agile methodology and collaborated effectively with the stakeholders by managing tight deadlines & technical constraints. Documented style guide and design system for development in future.
- **Gaming App** - Developed a gaming application using React, focusing on responsive and scalable component design; optimized performance for seamless gameplay, resulting in user engagement increase by 30% within the first month of launch.

06/2017 - 06/2019

DITINDIA - Web Designer

- Developed various e-commerce responsive websites with Bigcommerce and Shopify.
- After one year, I got promoted to a project guide, where I led the trainees to the basics of HTML, CSS, and JQuery. Learned project management and guided new members throughout their first project.

Education

06/2012 - 04/2016

Gujarat University, India B.E. Computer Science Engineering