

Roshni Nayak

UX Designer

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[roshni-nayak.github.io](https://github.com/roshni-nayak)

Work experience

Setu / Associate UX Designer

Aug 2022 - Present

I completed a 2-month internship before being converted into a full-time employee. Currently, I work on Setu's account aggregator products. I create wireframes and prototypes, conduct usability tests, and facilitate design reviews with stakeholders. I collaborate closely with product managers, developers, and the marketing team.

Mesh / Content Marketing Manager

Feb 2022 - Aug 2022

I created quarterly content marketing plans and implemented SEO strategies for content distribution. I produced content collaterals such as blogs, ebooks, internal documentation, and case studies.

Headout / Senior Content Writer

Feb 2020 - Feb 2022

I started out as Content Writer, crafting 60+ SEO travel articles monthly. I established a catalogue content style guide and training module to enhance accuracy. I was promoted to Senior Content Writer in 2022.

LBB Bangalore / Content Associate

Jan 2019 - Feb 2020

I produced 200 SEO-friendly stories every month, and managed LBB Bangalore's social media handles, increasing their Instagram follower count by ~33% in 5 months.

Education

School of Communication, Manipal / MA in Media and Communication

Jun 2016 - May 2018

IHM Mumbai / BSc in Hospitality and Hotel Administration

Jun 2011 - May 2014

Skills

Design: Wireframes and UI mock ups via Figma • Prototyping • User flows • Strategy and vision presentations • Icon design • Midjourney • Currently learning to create interactive flows using HTML/CSS

Content: Applying research insights to product writing • Content strategy • Marketing • UX writing

Collaboration: Organising workshops • Facilitating design critique • Self starter • Detail oriented • Flexible • Team player • Communicative