Roshni Nayak

UX Designer

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Work experience

Setu / Associate UX Designer

Aug 2022 - Present

I completed a 2-month internship before being converted into a full-time employee. My daily tasks include creating wireframes and prototypes, and facilitating design reviews. I also conduct usability tests and advocate for design solutions by putting them in the context of business and user goals. I collaborate closely with product managers, developers, and the marketing team.

Mesh / Content Marketing Manager

Feb 2022 - Aug 2022

I created a 3-month content marketing plan, implemented SEO strategies and maintained an editorial calendar. I produced 2 ebooks, 15+ blog articles a month, email templates, 70+ UX tooltips, and 2 video scripts.

Headout / Senior Content Writer

Feb 2020 - Feb 2022

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

LBB Bangalore / Content Associate

Jan 2019 - Feb 2020

I wrote 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

Certification

Google / UX Design Professional Certificate

2022 - 2023

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