

# Roshni Nayak

## UX Designer

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## Work experience

### Setu / Associate UX Designer

Aug 2022 - Present

Successfully transitioned from a 2-month internship to a full-time role. Currently I work on Setu's account aggregator and UMAP offerings. My main tasks include wireframing, prototyping, conducting usability tests and advocating for design solutions by putting them in the context of business and user goals. I collaborate closely with senior designers, product managers, developers, and the marketing team.

### Mesh / Content Marketing Manager

Feb 2022 - Aug 2022

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

Started out as Content Writer, crafting 60+ SEO travel articles monthly. I also designed a catalogue content style guide and training module, enhancing content accuracy and scalability. In 2022, I was promoted to Senior Content Writer.

### LBB Bangalore / Content Associate

Jan 2019 - Feb 2020

Wrote 200+ SEO-optimised stories every month, and managed LBB Bangalore's social media handles, increasing their Instagram followers by approximately 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 • Usability testing • 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