Roshni Nayak

UX Designer

roshni-nayak.github.io

roshninyk@gmail.com

+91-7795994858

Work experience

Setu / Associate UX Designer
Aug 2022 - Present

- Co-designed the award-winning UI for consent approval, improving conversion rates from 10% to 45%.
- Collaborated cross-functionally with product managers and developers in Agile teams.
- Contributed to the launch of 3 digital platforms, ensuring seamless user experiences through wireframing
- and prototyping.
- Conducted usability testing and user research to align design solutions with user needs and business goals.

Mesh / Content Marketing Manager
Feb 2022 - Aug 2022

- Developed and implemented a 3-month content marketing plan with SEO strategies.
- Produced diverse content, including 2 ebooks, 15+ blog articles per month, email templates, 70+ UX tooltips, and 2 video scripts.

Headout / Senior Content Writer
Feb 2020 - Feb 2022

- Authored over 60 Search Engine Optimised travel experiences monthly.
- Created a catalog content style guide and training module, enhancing content accuracy and scalability.
- Promoted to Senior Writer in 2022.

LBB Bangalore / Content Associate
Jan 2019 - Feb 2020

- Composed over 200 engaging SEO-optimised stories monthly.
- Managed social media handles, increasing LBB Bangalore's 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 • 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