ROSHNI NAYAK

UX Designer

EDUCATION

2016-2018

M.A in Media and Communication

School of Communication, Manipal

2011-2014

B.Sc in Hospitality and Hotel Administration

IHM Mumbai

SKILLS

Figma

UI/UX Design

Prototyping

User Research

HTML/CSS

UX Writing

CERTIFICATIONS

Google

- Start the UX Design Process: Empathize, Define, and Ideate
- Foundations of UX Design
- Conduct UX Research and Test Early Concepts
- Build Wireframes and Low Fidelity Prototypes

LinkedIn

- SEO: Foundations
- SEO: Keyword Strategy

WORK EXPERIENCE

Aug 2022 - Present

UX Designer, Setu

- Completed a 2-month internship before being converted into a full-time employee.
- Daily tasks include brainstorming on information architecture and wireframes to tackle account aggregator-related design challenges.
- Utilising Figma to create and iterate on UI designs and prototypes.
- Using foundational HTML and CSS knowledge for collaboration with development teams.

Feb 2022 - Aug 2022

Content Marketing Manager, Mesh

- Generated diverse content assets, from blog articles and ebooks to UX tooltips, and video scripts.
- Implemented SEO strategies and managed content distribution.

Feb 2020 - Feb 2022

Senior Content Writer, Headout

- Began as Content Writer, crafting 60+ SEO travel experiences monthly, and overseeing content operations.
- Established a catalogue content style guide and training module, enhancing accuracy.
- Promoted to Senior Writer in 2022, leading the catalogue content team.

Jan 2019 - Feb 2020

Content Associate, LBB Bangalore

- Produced 200 monthly SEO-friendly stories.
- Managed Bangalore's social media, increasing LBB's Instagram followers by ~33% in 5 months, and built key relationships with PR agencies, influencers, and journalists.

CONTACT

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