

NITISH HOODA

PRODUCT DESIGNER

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// SKILLS AND WORKFLOW

Design

USER INTERFACE DESIGN
INFORMATION ARCHITECTURE
INTERACTION DESIGN
USER RESEARCH
BRANDING/ICONOGRAPHY

Prototyping

RAPID PROTOTYPING
DESIGN THINKING
FRAMER, PRINCIPLE, GIT
ADOBE CREATIVE SUITE

Tools/ Other Skills

ZEPLIN, MARVEL, INVISON
TYPOGRAPHY
SKETCH/FIGMA/ADOBE XD
ILLUSTRATIONS
MATERIAL DESIGN/HIG

// WORK EXPERIENCE



SHELL (PRODUCT DESIGNER) — FULL TIME

JAN 2021 - CURRENT

- Led the design for Collaborative Workspace Tool(CWT), a tool to digitize the process of identifying, digging and handing over multiple wellbores within a single project. Worked on end to end design process from gathering requirements, generating user research insights and using them to create user centered UX and visual design.



LITEWALLET (LEAD DESIGNER) — FULL TIME

APR 2020 - DEC 2020

- Led the design for a suite of products(website, android and ios apps, marketing materials), created user centered, delightful and reusable design. Created the branding and visual identity for the Litewallet brand, implemented consistent design patterns and brand infusion across the different products.



STANZA LIVING (LEAD PRODUCT DESIGNER) — CONTRACT

DEC 2019-MAR 2020

- Worked on end-to-end design of Stanza Living's consumer facing(Resident App, Stanza Living website) and internal products(ERP Dashboards) along with PMs and VP of products. Created delightful, easy to use and enticing designs for the consumer products while aiming for efficiency and simplicity while designing the internal tools.



PVR CINEMAS (LEAD UI/UX DESIGNER) — CONTRACT

OCT 2018-FEB 2019

- Created the design guidelines to be used for the PVR Cinemas app to make sure efficiency, consistency and scalability of the designs improve. Worked alongside the dev team and product managers to ensure accurate implementation of key app features.



FEETAPART (FOUNDING DESIGNER) -- CONTRACT

FEB 2019 - OCT 2019

Worked as the founding designer, was involved in brainstorming of key features of the product, created the

- initial suite of products and grew the team to a total of 5 designers within 7 months of joining. Created the design system and documented the UI standards and styles to be used on different mediums for all

FREELANCE UI/UX DESIGNER (MANY PROJECTS)

MAY 2016 - NOV 2018

Consulted with several startups and well established companies like Mobikwik, Studycopier, Feetapart,

- Kristal.ai, Crosschecks etc. to review current products and provide delightful design solutions to solve user needs and business challenges through User Research, Interaction Design, Visual Design and Prototyping.

AMITUSLAB (DESIGN LEAD)

MAR 2014-MAR 2016

Led the UX and Visual design and worked closely with engineers, product managers and researchers to ship

- multiple rich applications with challenging timelines. Architected the user interface and experience for a complex realtime messaging and management interface for Goqii, a protective healthcare app.

// EDUCATION

BACHELOR OF TECHNOLOGY(COMPUTER SCIENCE)

2009-2013

VAISH COLLEGE OF ENGINEERING, ROHTAK

I graduated in 2013 with a degree in Computer Science. I learnt about the Fundamentals of Computer Science and Web Design during the course.

// AWARDS

DESIGN FOR CHANGE HACKATHON WINNER

2014, 2015

Two time winner of design thinking based hackathon, organized by Design For India, an NGO, in New Delhi, presented Eventdyne(<http://amituslab.com/eventdynev2/>), a smarter way to design and host events.

// SOCIAL LINKS

PORTFOLIO/WEBSITE: <https://nitishh.design> ● Dribbble: <https://www.dribbble.com/nitsh>

LINKEDIN: <http://in.linkedin.com/in/nitishhooda> ● <https://medium.com/@nitsh>