

# NITISH HOODA (VISUAL DESIGN)

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## // SKILLS AND WORKFLOW -

- USER INTERFACE DESIGN
- HI-FIDELITY MOCKUPS
- VISUAL DESIGN SYSTEMS
- SKETCH
- ADOBE ILLUSTRATOR
- MATERIAL DESIGN
- MOBILE DESIGN
- BRANDING
- ADOBE CREATIVE SUITE
- ILLUSTRATIONS
- ZEPLIN, MARVEL, INVISION
- RAPID PROTOTYPING
- FRAMER, PRINCIPLE
- W3C VALIDATED HTML5, CSS3
- TYPOGRAPHY

## // WORK EXPERIENCE -

### STUDYCOPTER (UI DESIGNER)

MAY 2016-OCTOBER 2016

- Revamped the entire UI for the Android app and the Studycopter website with user centered design principles.
- Created the design system and documented the UI standards and styles to be used on different mediums for all digital products.
- Created the hi-fidelity mockups, wireframes and prototypes for different features.

### CROSSCHECKS (UI AND UX DESIGNER)

OCTOBER 2016-NOVEMBER 2016

- Worked with the co-founders to design effective UI and UX for the application, from sketches to wireframes to mockups and prototypes.
- Worked on several iterations to design the branding, illustrations and the design system for the application.

### GOQII (UI AND VISUAL DESIGNER)

AUGUST 2014-OCTOBER 2014

- Worked closely with engineers, product managers and sales department to deliver high quality UI and UX for the coaches to monitor and manage players.
- Built a friendly user interface and fun and inviting illustrations for the Goqii Coach App.

### STUDYCOPTER BOOK (VISUAL DESIGNER)

OCTOBER 2016-NOVEMBER 2016

- Designed the Studycopter Book theme to be elegant, fun and interactive with effective typography and color scheme.
- Designed fun and vibrant illustrations and covers for the book that help in breaking the norm about studies and education being boring.

## // PERSONAL PROJECTS -

### **AMITUSLAB (VISUAL DESIGN LEAD)**

MARCH 2013-JUNE 2016

- Led the 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 system between players for Mafia, a multiplayer strategy game, worked on several other personal projects.

## // EDUCATION -

### **BACHELOR OF TECHNOLOGY (COMPUTER SCIENCE)**

Graduated in May 2016

Vaish College Of Engineering, Rohtak

I graduated in May 2016 with a degree in Computer Science. I learnt about the Fundamentals of Computer Science, Web Design and Typography during the course. (I left my graduation course midway in 2012 to work full-time on my startup. I went back to complete the course in May 2016).

## // 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: <http://thenitish23121991.github.io>

BEHANCE: <https://www.behance.net/thenitish2312>

LINKEDIN: <http://in.linkedin.com/in/nitishhooda>

MEDIUM: <https://medium.com/@nitsh>

## // OTHER THINGS I LOVE -

I am a religious Cricket fan and love watching and playing it. Playing Guitar is another stress reliever for me.