

Nitya Bardhan

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Experience

UI/UX Designer, ONEWAYX

Freelance | February 2024 - Present

- Designed ONEWAYX's complete dashboard, including pre-launch and post-launch 40+ screens, onboarding, subscription, gamification, personalization, and analytics, from scratch to deliver immersive virtual experiences for luxury brands in a B2B environment.
- Performed competitor analysis, persona creation, wireframes, user journey mapping, navigation, user flow, and high-fidelity prototypes.
- Developed brand guidelines, establishing a cohesive visual identity for ONEWAYX.
- Designed over 5 client pitch decks for ONEWAYX using AI tools and created downloadables like guides and white papers to showcase the brand's solutions.
- Redesigned responsive user interface screens for ONEWAYX's client, Gabar, enhancing overall design and user experience.

User Experience Designer, Rainvas

Freelance | August 2024 - December 2024

- Led strategic user experience redesign of Rainvas's Shopify B2C Ecommerce website, achieving a streamlined navigation structure and improved user experience.
- Designed Rainvas's brand guidelines, defining logos, typography, colors, and graphic assets for strengthening Rainvas's brand identity.
- Conducted in-depth competitive analysis and user research, simplified navigation, highlighted USPs, integrated brand storytelling, and created engaging, intuitive, accessible, and aesthetically-driven 10+ interactive screens.
- Implemented custom Shopify code to enable advanced features.

Lead UI/UX Designer, Girl Power Talk

Full-time | June 2022 - December 2023

- Delivered wireframes, journey maps, user flows, low- to high-fidelity prototypes, and style guides for both web and mobile app while conducting user research, usability testing, and designing responsive, user-centric solutions.
- Led 20+ end-to-end projects with strong project management skills and attention to detail.
- Mentored, assigned tasks, and managed a team of 10 designers.
- Coordinated with key stakeholders, developers, and designers to define project requirements, deadlines, customer pain points, and designed pixel-precise assets.
- Collaborated globally, hosting 5+ design workshops and weekly design meetings.
- Participated in hiring, onboarding, and evaluating team members.
- Created marketing materials, including brochures, banners, event collateral, social media posts, presentation decks, newsletters, and promotional graphics.

UI/UX Designer, Aekot

Freelance | November 2021 - June 2022

- Collaborated with founders to troubleshoot UX problems and improve user engagement by 20% through Scrum and Agile methodologies.
- Created, refined, and tested prototypes for the home, about, and service pages in 3 phases.

Research and Investment Analyst, TresVista

Full-time | March 2021 - January 2022

- Successfully managed 15+ financial services projects involving CIM creation, reports, research, transaction comps, and achieved project goals.
- Database knowledge of CapIQ, Factset, and IBIS World.

Business Analyst, Wintage Garments

Full-time | June 2019 - September 2019

- Managed merchandise on the website and e-commerce platforms like Amazon and Myntra, optimizing inventory and delivery to drive sales.

Education

NMIMS Global

MBA - Financial Management | 2021 - 2023

- Graduated with an aggregate 7.5 CGPA

Dyal Singh College, University of Delhi

B.A. (Hons) Economics | 2016 - 2019

- Graduated with a 6.89 CGPA

Skills

Design

User Experience · Interaction Design · User Interface · User-Centered Design · Rapid Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups · Usability Testing

Research

User Research · User Testing · Information Architecture · Journey Mapping · A/B Testing · Competitor Analysis · Design Strategy

Software

Sketch · Figma · Adobe XD · Framer · Invision · Abstract · Zeplin · Illustrator · Photoshop · InDesign · AfterEffects · Premiere Pro · HTML · CSS · Blender · Figma · Wireframe.cc · Slack · Jira · Trello · Loom · VS Code

Visual Design

Poster Design · Branding · Typography · Iconography · Book Cover Design · Illustration · Web Design · Stylesheets and Guidelines · Sketching

Other Skills

Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · Photography · Video Editing · Packaging Design · Accessibility Concerns · WCAG Standards

Courses

Wordpress for Beginners - Master Wordpress Quickly | 2024

Graphic Design Masterclass - Learn GREAT Design | 2023

Google UX Design Certificate | 2022

Additional Experience

- UI/UX Designer (Volunteer) at Girl Power USA (NGO)
- Social Media Manager at Womenite (NGO)
- Initiated and designed the Digital Magazine for Girl Power Talk
- Shooting & Editing Intern at Workex
- Customer Care Executive at Lifelong