

# Nisarga Gotekar

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A creative and empathetic UX designer with over 2 years of crafting user-centric web, app, and kiosk solutions with design, technology, and business acumen.

## EDUCATION

**The University of Texas at Austin** | CGPA: 4.0/4.0 | Austin, USA May 2024

Master of Science, Information Studies (Human-Computer Interaction)

*Relevant courses: Human-Computer Interaction, Interaction Design, Design Thinking, Accessible UX, Advanced Usability, Information Architecture and Design, UX and Product Management, Product and Brand Management, Clients Consulting Communication*

**Vellore Institute of Technology, Vellore** | CGPA: 9.03/10 | Vellore, India May 2022

Bachelor of Technology, Information Technology

*Relevant Courses: Web Technology, Problem Solving & Object-Oriented Programming, Project Management, Software Testing, Business Communication*

## PROFESSIONAL EXPERIENCE

**UX Designer fellow** | Figma | New York City, USA Jan 2024 – May 2024

- Collaborated with Figma for Edu, crafting scalable GTM strategies for FigJam in higher education, integrating UX and Market Research with UX Design methodologies to inform strategic design decisions that accelerated adoption.
- Independently designed 5 custom FigJam templates using Figma's design system, addressing customer needs in education by actively engaging with students for iterative design refinement for practical application that gained **54 users within 1 week**.
- Led in-depth industry trend analysis with user research (competitive analysis, interviews, survey design, usability test) to identify knowledge gaps and user behavior. Documented findings actionable insights, directly contributing to the improvement of Figma's products.

**UX Designer Assistant** | McCombs School of Business | Austin, USA Aug 2023 – May 2024

- Mentored students in graduate courses (Product Design & Research, Product & Brand Management) to improve student competency in design thinking and user research (**12%** based on course evaluations).
- Supported Marketing Department Chair and **5 faculties** to translate user experience principles into actionable marketing strategies for department growth initiatives.

**UX/UI Designer** | University Housing and Dining (UT Austin) | Austin, USA Sept 2022 – Aug 2023

- Ideated data-driven UX strategies for the university dining department. Developed compelling creatives using a design system on Figma.
- Increased audience satisfaction by **40%** with Qualtrics surveys, and contextual inquiries generating actionable design insights from customer feedback. Coordinated on-campus events (**500 participants**), fostering collaborative design initiatives and exceeding KPIs.

**UX Design & Research Intern** | Rupeek Fintech | Bangalore, India Jan 2022 – June 2022

- Reduced human errors by **20%** with interactive prototypes designed using Figma, and Adobe XD, contributing to design system for smooth interactions across consumer devices (gold teller kiosk, app, website). Utilized data storytelling for efficient design presentations.
- Collaborated with cross-functional teams (designers, researchers, engineers, product managers) to translate user data, technical needs, and business goals into experience design solutions and end-to-end flows, improving usability metrics for **5M+ users** in their gold loan process.
- Conducted qualitative and quantitative research (heuristic evaluation, field studies, interviews) utilizing Dovetail, and FullStory for documenting customer journey maps, research data storage, and sharing insight, achieving a **92% success** rate in user testing.

**UX/UI Design Intern** | ParallelDots | Seattle, USA Feb 2021 – May 2021

- Improved customer retention by 20% with Retail AI Research, high-fidelity mockups, and user flows that addressed identified pain points.
- Boosted website traffic by **15%** with impactful data visualizations and clear visual collaterals for CPG manufacturers and retailers.
- Participated in market analysis and focus groups to inform website and mobile app designs with human factor principles to optimize sales.

**Product Designer & Manager** | VinnovateIT | Vellore, India Aug 2019 – May 2021

- Envisioned and executed product roadmap for a student IT Incubation Lab, leading a cross-functional team (designers, developers, marketers) to deliver real-time mobile and desktop designs (Agile) driving **18,000+** user adoption and achieving KPIs and UX goals.
- Spearheaded strategic social media marketing initiatives, growing brand awareness and engagement by 500%. Managed successful marketing campaigns and events, fostering industry partnerships and securing sponsorships.

## SKILLS

**Design:** Design Thinking, Visual Design, Interaction Design, Accessible Design, Design Systems, UX/UI Design, Wireframing, Rapid Prototyping, Information Architecture

**Research:** User Research, Qualitative and Quantitative Research, Storyboarding, Personas, Surveys, Benchmarking Studies, Journey Mapping, Competitive Analysis, User Interviews, Usability Testing, A/B Testing, Contextual Inquiry

**Management:** Data Analysis, Market Research, Product Strategy, Brand Management, Stakeholder Management, Statistics

**Technical:** Figma, Framer, Sketch, WordPress, Adobe Creative Suite, Microsoft Office 365, WCAG, HTML, CSS, JavaScript, Python

PROJECTS

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- Slate | **Interaction Design**

Aug 2023 - Nov 2023

  - Designed a mobile and TV platform for streaming content discovery and providing recommendations in under 30 seconds, following the Google TV UI and iOS UI guidelines.
- MamaMingle | **UX Prototyping**

Jan 2023 - April 2023

  - Designed an app for pregnant women/mothers, conducted extensive user research, created a hi-fi prototype with a rich and diverse design system, curated aesthetics with color palette, typography, and iconography, ran usability tests with an iterative process, advocated user-centric design, added micro-interactions for enriched UX.

LEADERSHIP EXPERIENCE

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- SXSW | Crew Manager | Austin, USA

Jan 2024 - Present
- UXPA UT Austin | Director of Marketing and Communications | Austin, USA

July 2023 - Present
- Friends of Figma Austin | Program Manager | Austin, USA

Aug 2022 - Present