

# Nidhi Bhanu

UX + Product Designer

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## EDUCATION

### University of California, Los Angeles

Bachelor of Arts (B.A.) in Design Media Arts, Class of 2020

## EXPERIENCE

### Product Design Intern | Hulu, Santa Monica

June 2019 - August 2019

- Supported redesign efforts for Hulu's 'My Stuff' feature through competitive research and designed interfaces emphasizing core content personalization
- Aggregated user research and cross-department insights to develop high fidelity mock-ups to enhance Parental Controls in Kids Profiles. Conducted user testing to validate features like age-based restrictions and screen limits
- Collaborated with UX Research and PM Interns to deliver concepts around Live Events with emerging tech for a younger demographic across all platforms

### UI/UX Design Intern | Dogtown Media, LA

June 2018 - April 2019

- Involved in end-to-end UX process for 10+clients incorporating heuristic evaluations, user testing, wireframing, interactive prototyping, UI design and QA testing in an AGILE environment
- Redesigned the Motion Mobi internal dev tool to streamline the user flow and experience: unified menu bars, introduced error preventive states and edited visual design to improve information hierarchy
- Create internal assets like website layouts to enhance brand recognition and customer engagement

### Graphic Design Intern | Leo Burnett Orchard, Mumbai

June 2017 - August 2017

- Designed digital and print media for campaigns, TV shoots and internal branding for national clients like Amazon and Viacom
- Researched competitive markets and existing trends in advertising for several pitch presentations

## SKILLS

### Concepts:

UX Research  
Design Strategy  
Prototyping  
UI Design  
Graphic Design  
Motion Design  
Art Direction  
Branding

### Tools:

Sketch  
Framer X  
inVision  
Zeplin  
Adobe Suite  
HTML  
CSS  
Javascript

## AWARDS

### UCLA Moss Scholarship Award

Selected by the UCLA Design Department based on portfolio and sponsored by Jerry Moss, co-founder of A&M Records.

### Tech LA Fellows

Selected as a Design fellow and matched with a tech start up from a pool of college students in LA.

## CLUBS

### UI/UX Designer | UCLA DevX

Directed the User Experience and Visual Design from ideation to BETA Release for Bruin Bite, an iOS app to help UCLA students network through dining hall meals. Also redesigned the new DevX website which led to the largest pool applicant yet in Fall 2018.

### Design Director | Bruin AdTeam

Responsible for leading the design team in the execution of creative campaign ideas through print ads, mock ups, website redesign and other elements reflecting the clients' brand values to be presented at the National Student Advertising Competition.