

Nikita Pinjare

P R O D U C T D E S I G N E R

nikitapinjare.com

812-650-8986

nikitapinjare@gmail.com

[linkedin.com/in/nikita-pinjare/](https://www.linkedin.com/in/nikita-pinjare/)

Product Designer, with 4+ years of experience designing and coding end-to-end B2B and B2C products to provide solutions in the fields of e-commerce, ERP, and education.

Experience

PRODUCT DESIGNER — Indiana University Bloomington

Jan 2020 - Present

- Led a cross-functional team to build a platform, Academic Planner, for 300+ Master's students to personalize their university experience that led to 37% rise in admissions
- Envisioned future growth and strategy to expand the platform for 8000+ graduate students in the next 1 year
- Landed 20+ design solutions by analyzing accessibility issues on IU's internal webpages using WCAG guidelines increasing their functionality by 17%

PRODUCT DESIGN INTERN — Rug Pad USA

June - Aug 2020

- Boosted conversion rates (mobile users) by 28% by collaborating with the marketing team to rethink branding and redesign of the website
- Designed 10+ social media landing pages for better product discoverability through personalized advertisements increasing traffic by 42%
- Evaluated mobile website's accessibility and formulated a redesign plan both for visual and touch interactions leading to customer satisfaction by 36%

UX ENGINEER / FRONT-END DEVELOPER — CGI Group Inc.

Aug 2016 - June 2019

- Revamped Advantage360's ERP portal (a government solution) to improve client satisfaction by 43% and migrated the front-end code to Angular framework
- Managed a team of 6 to create 'OpsPortal' that improved automated cycles by reducing 200+ human-errors and increased productivity by 24%
- Transformed 'Versata' (desktop app generating web content) to bring it up to current UI standards reducing cognitive load by 57% for a higher adoption rate

UX DESIGNER — Lucidchart

Aug 2019 - Dec 2019 (Sponsored Work)

- Redesigned the onboarding experience to reduce the error rate by up to 15% leading to lesser frustration and freedom to pursue more creative projects
- Lessened the average time to make a diagram by 24%, resulting in a higher retention and lesser churn

UX DESIGNER — Salesforce

Nov 2020 (Sponsored Work)

- Reimagined marketing campaigns and formulated models to make the platform hassle-free for marketers
- Engineered a Proof of Concept to shorten the learning curve by 18% for new marketing professionals, which led to faster onboarding and rolling out of marketing campaigns

Skills

Tools and Technology

Figma	InVision
Sketch	Framer
Adobe XD	Balsamiq
Illustrator	Principle
Photoshop	Zeplin
InDesign	HTML/CSS
After Effects	JavaScript
Adobe CC	Angular
Premiere Pro	React JS

UX Design Skills

Interaction Design
Motion Design
Visual Design
Wireframing
Mockups
Prototyping
Information Architecture
Design Systems
Storyboarding
Sketching
Design Sprints and Workshops
A/B Testing

UX Research Skills

User Interviews
Surveys
Focus groups
User Personas
Competitive Analysis
Contextual Inquiry
Heuristic Evaluation
Accessibility Audit
Usability Testing

Education

Indiana University Bloomington

MS in Human-Computer
Interaction and Design

Sir MVIT

BE in Electronics and
Communication Engineering