

Niharika r

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Professional Summary

In the pursuit to add FLAIR to FUNCTION.

I'm a UX designer from Bangalore, India with experience in delivering end-to-end product design for digital products across the globe. I'm all about making lives better through thoughtful and accessible design and I live by the fact that great experience design makes the most mundane products a delight to use.

Portfolio- <https://www.niharikadesigns.com/>

Education

Mit Institute of Design

Master's, Graphic Design

- UX/UI Design | Visual Design | Brand design and strategy

August 2019 - May 2021

Dayananda Sagar institutions

Bachelor's, Computer Science

August 2014 - May 2018

Skills & Tools

Figma, Product Design, UI/UX Design, Wireframe, Interaction Design, Prototypes, UX writing, Journey maps, User research, Maze, digital art, Illustration, Procreate, Adobe Illustrator, Adobe Photoshop, Branding/Brand Strategy, WCAG design, Dashboard design, Data-centric design, competitive analysis
Soft skills & traits: Collaboration, Communication, Logical reasoning, Approachable, Problem solving, Right amount of bragging

Languages

Japanese, Hindi, Tamil, Kannada, English

Interests

Anime and Manga, RPG games, Board games, Drawing cats, Conceptualising business ideas, Experimenting with coffee, Books and Audiobooks (Fantasy world building, NOT self help)

Professional Experience

Reliance Jio

Senior UX designer

February 2023 - Present

- B2B E-commerce, D2C E-commerce and luxury e-commerce (ongoing)
- Responsibilities include research, strategy pitch, user testing, design sprints and workshop planning, wireframing, design systems, product -feature ownership, stakeholder collaboration.

Aasthy by Astute Giraffe

Product designer

May 2022 - December 2022

- Led end to end design for the entire online experience as part of the founding team of this prop-tech start up
- User experience, strategy and visual design.
- Redesigning and updating the design system, establishing guidelines for use.

Larsen & Toubro Infotech

UI UX Designer

July 2021 - May 2022

- EY Global : Designed products for Smart Automation of Audit systems
- OTIS Time Ticket Portal : UX and responsive design for employee portal with task log, time log and admin controls.
- Showtime OTT :Heuristic evaluation for TV and mobile platforms. Redesign with best UX practices

Owlworx Design Studio

Visual Designer

January 2021 - April 2021

- Unibic Cookies : Led the complete Packaging Design of UNIBIC's new product, Scottish shortbread cookies.
- Simple Pay : Brand identity design & concept design for the simple pay application of purpose led loans.
- Logo design & Visual composition : Conceptualising and designing logos and packaging for various FMCG and fintech brands

Huenify Designs

Co-founder and designer

January 2018 - December 2020

- End to end design and marketing services : Conceptualised and designed logos, posters, menus, business cards for brands in the domain of photography, beauty & salon, food & hospitality, interior decor & for individual influencers on social media.

Projects & Outside Experience

Marvels of Africa

UX UI designer

Remote

2022 - 2022

Otaku Stuff

Merch Designer and Founder

Bangalore, KA, India

2023 - 2025