

Niharika R

M.Des | Graphic design – MITID | 2019–21

B.E | Computer Sc. – Dayanand Sagar
Institutions | 2014–19

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Portfolio: niharikadesigns.com

Bangalore, India

I'm all about putting users at the heart of design. Making impactful and user-friendly designs is my thing!

As a designer I am always up for learning and adapting to technology, people, social trends and work styles. I excel when faced with challenges, diving into core problems, understanding users, and collaborating to build impactful solutions

Skills

User research and analysis, UX design & strategy, design systems, Interaction Design, UX writing, Branding and Packaging design, Digital art and Illustration.

Tools & Methods

Figma, Photoshop, Illustrator, Procreate, User persona and Journey mapping, Design Sprints, Interviewing and usability testing, visual data analysis

Work Experience

Jio Platforms · UX Designer · Feb 2023 – Present

Swadesh – By Reliance Foundation : Research and strategy of key experiences, translate luxury store experience to a digital platform.

Ajiogram D2C : Strategise and envision the experience of the D2C product from conception to launch as sole UX designer.

AJIO Business : Research offline process and build user experience for wholesalers on returns and exchanges

Astute Giraffe · Product Designer · May – Nov 2022

User experience, strategy and visual revamp: Led end to end design for the entire online experience as part of the founding team.

Aasthy Design System : Redesigning and updating the design system, establishing guidelines for use.

Larsen & Toubro · UI UX designer · Jul 2021–May 2022

EY Global : Designed products for Smart Automation of Audit systems

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 · Visual Design intern · Jan – Apr 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 for various FMCG and fintech brands

Huenify · Co-founder & Designer · Jan 2018 – Dec 2020

Visual design : 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.