

Niharika R

M.Des | Graphic design – MITID | 2019–21
B.E | Computer Sc. – Dayanand Sagar
Institutions | 2014–19

Creating user experience tailored to business + user needs since 2019

Product designer with experience across B2B and B2C platforms, including e-commerce, SaaS, and health-tech. Skilled in data-driven design, dashboards, and systems thinking. Strong research orientation, leveraging tools like Figma, AI, and analytics platforms. Thrives in product-first, remote-friendly teams that value clarity, creativity, and impact.

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

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Portfolio: niharikadesigns.com

Bangalore, India

Work Experience

Jio Platforms · UX Designer · Feb 2023 – Present

Swadesh – By Reliance Foundation : Building, optimising discovery paths, translating luxury retail 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 processes and build dashboards 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 complex UI systems for Smart Automation of Audit systems with teams across USA, Poland and France.

Employee Dashboard : UX and responsive designs for employee portal with task manager, scheduler and admin management.

Showtime OTT : Heuristic evaluation for TV and mobile platforms. Redesigning the same.

Owlworx · Visual Design intern · Jan – Apr 2021

Unibic Cookies : Led the complete Packaging Design of UNIBIC's new product, Scottish shortbread cookies. (Now in the market!)

Simple Pay : Brand identity design & concept UI 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.