



NITIN NANDA

UI/UX DESIGNER | 4 YOЕ



<https://nitinnanda.framer.website>

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Why I Am a UI/UX Designer?

My passion for design stems from a deep curiosity about how people interact with digital products. I thrive on solving complex user problems through intuitive and aesthetically pleasing interfaces. UI/UX design allows me to blend creativity with analytical thinking, ensuring that users have seamless and engaging experiences. I love the iterative nature of design, where feedback and testing continuously improve product usability. My goal is to create meaningful digital experiences that make users’ lives easier and drive business success.

Summary

UI/UX Designer with over 4+ years of expertise, dedicated to creating intuitive and visually compelling interfaces and lead projects. Currently contributing to SingleInterface, a leading SAAS based platform specializing in hyperlocal marketing, google analytics and e-commerce for renowned brands with physical locations.

ZERO to ONE Product Experience

SINGLEINTERFACE (SAAS | B2B) (APR 2022 - PRESENT)
(UI/UX DESIGNER)

- Design System** : Established and implemented a comprehensive design system for the SAAS-based company, ensuring consistency and efficiency in UI/UX across various products and platforms.
- DIY Dashboard** : Designed and implemented intuitive UI/UX for custom DIY dashboards tailored for multiple-location analytics. Ensured seamless navigation and visually appealing interfaces, enabling users to efficiently analyze data across diverse locations.
- HyperX AI Dashboard** : Provides multi-location brands with deep consumer insights for every interaction happening at their business locations. Our platform allows you to create audience segments based on these insights and run remarketing campaigns through our platform or any other remarketing platform. Here’s how It’s a game changer for Multi Location Brands to Unlock Revenue Opportunities hidden within Calls received at your Storefronts:
- Mobile App** : Spearheaded the UI/UX design for a mobile application catering to location dealers. Focused on creating a user-friendly experience that facilitated real-time communication and online sales. Integrated modern design principles for optimal usability and engagement.
- Collaborative Iteration**: Worked closely with cross-functional teams including developers and product managers to iterate on designs based on evolving business requirements and user feedback. Ensured alignment with project timelines and objectives.

PRIMARY TOOLS

 FIGMA

 ADOBE XD

 ADOBE PHOTOSHOP

 ADOBE ILLUSTRATOR

OTHER SKILLS

- UX Research
- User Persona Creation
- Usability Testing
- Prototyping
- Wireframing
- Accessibility
- ChatGPT & Other AI Tools
- HTML, CSS
- Notion, Miro, FigJam
- Empathy, Customer Journey

EDUCATION

ADVANCE DIPLOMA IN GRAPHICS & WEB DESIGN

LISAA School Of Design, New Delhi
2018-2020

B.COM

MJP Rohilkhand University Bareilly
2017-2020

SENIOR SECONDARY (XII) PCM + CS

Kendriya Vidyalaya N.E.R Bareilly
2015-2016

SECONDARY (X)

Kendriya Vidyalaya N.E.R Bareilly
2013-2014

WEBNOO TECHNOLOGIES PVT.LTD

(JUL 2021 TO MAR 2022)

(UI/UX DESIGNER)

My primary responsibility was to create user - centered designs that enhance the user experience and usability of digital products, such as websites, mobile app , and software. My experience as a UI/UX designer involves creating wireframes, prototypes, and visual designs that align to communicate the intended message effectively.

SEMIQOLON SOLUTIONS

(NOV 2020 TO JUN 2021)

(UI/UX DESIGNER)

Applied a user-centric design approach to enhance the overall user experience and usability of digital products, incorporating feedback and conducting usability testing for continuous improvement.

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