

Nishi Bharti

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Product Designer

With seven years of experience as a Senior UX Designer, I have optimized and improved user experience, resulting in a 10% increase in customer engagement metrics, 20% faster user task completion, 20% decrease in user dropout rate and a 15% decrease in bounce rate. I have also created detailed visual reports for stakeholders, refined existing designs for complex CRMs and developed intricate wireframes to assist in mobile app development, resulting in a 40% decrease in bug fixes. Overall, I bring a wealth of knowledge to the table and am passionate about driving user experience excellence.

TECHNICAL SKILLS

Designing: Figma, Procreate, Proficiency in Adobe creative cloud Suite (Adobe Photoshop, Adobe Lightroom, Illustrator) HTML, CSS, Sketch

Motion Graphics: Procreate

Typography and Illustration Tools: Canva, Procreate

User Interface (UI) Design: Figma

Image Editing and Manipulation: Advanced skills in editing, retouching, and manipulating images using Photoshop, Snapseed

Video Editing: Final Cut Pro, Inshot, Instagram editor, Filmora

Prototyping and Wireframing Tools: Figma

Social Media: Buffer, Instagram Analytics, Facebook Insights, LinkedIn Analytics, Google Analytics

Other Skills: User Research, A/B Testing, Product Design, Wireframing, Prototyping, Analytics, Branding, Usability, Responsive Design, Accessibility, User Experience Design, User Interface Design, Visual Design, User Journey Mapping, Information Architecture, User interview, Graphic designing, Product Design, Interaction Design.

Office Administration Platforms

Microsoft Office 365 (Excel, PowerPoint, Word, Outlook, Skype for Business, Teams)

Google Workspace (Gmail, Calendar, Drive, Docs, Sheets, Slides, Meet)

Remote Working & Collaboration (Zoom, WhatsApp Web, Discord)

Soft skills

Creative problem solver, Analytical Thinking, Project Management, Excellent Communication, Resourceful, Time Management, Collaboration

INDUSTRY EXPERIENCE

UX Designer, ACCESS Employment, Toronto

Oct 2023 - Present

- Generated detailed visual reports for stakeholders to provide critical insights into user behaviours and metrics, resulting in better stakeholder knowledge of UX improvements
- Refined and improved existing designs for a complex CRM system, resulting in a 20% faster response time and improved user satisfaction
- Developed intricate wireframes to guide the development of a mobile application, resulting in a 40% decrease in development bug fixes
- Designed and launched a new mobile application, resulting in a 40% increase in user adoption and a 20% increase in revenue within the first three months.
- Created wireframes, prototypes, and user flows for complex features, reducing development time by 30% and improving overall product usability.
- Analysed user feedback and data to inform design decisions, resulting in a 20% increase in user engagement and a 15% decrease in user errors.

Senior UX Designer, Accenture, Google Pixel Client

Jul 2018 - Sep 2020

- Designed and rolled-out a comprehensive UX strategy across the organization to improve user experience, resulting in a 10% increase in customer engagement metrics
- Reimagined the information architecture of a web application, resulting in a 20% faster user task completion and a 15% increase in returning visitors
- Developed user surveys, personas and insights studies to inform the design process, resulting in a more relevant and contextual user experience
- Improved the user onboarding process by creating an interactive journey map, resulting in a 20% decrease in user dropout rate
- Established a UX best practices guide to set standards and expectations across the organization, reducing development time by 30% on projects
- Collaborated across teams to design and implement a single-page website, resulting in a 15% decrease in bounce rate
- Collaborated with product managers and engineers to prioritize and implement user feedback, resulting in a 15% decrease in user complaints and an overall improvement in product quality.
- Conducted extensive user research and usability testing, leading to a 25% improvement in user satisfaction and a 20% increase in user engagement.
- Developed and implemented a new design system and style guide, resulting in a 30% increase in design consistency across multiple platforms.

UX UI Designer, RichFeel Hair Clinic

Oct 2016 - May 2018

- Developed and implemented a new design system and style guide, resulting in a 30% increase in design consistency across multiple platforms.
- Conducted user research and usability testing to optimize the user experience, resulting in a 15% decrease in user errors and a 10% increase in user satisfaction scores
- Collaborated with cross-functional teams to establish and promote design guidelines and best practices, resulting in a 30% increase in design consistency across all products.
- Collaborated with other Product Designer to develop original ideas that brought simplicity and user friendliness to complex design roadblocks, resulting in a 25% increase in design innovation and a 15% increase in design efficiency.
- Designed intuitive and accessible prototypes that were easily translated into functional products, leading to a 50% decrease in development time and an increase in market competitiveness

UI Designer, Pransa International

Jun 2015 - Oct 2016

- Developed UI mock-ups and prototypes that were visually appealing and user-friendly, resulting in a 20% increase in user engagement and a 15% decrease in user abandonment.
- Analysed user needs and business objectives to create user-centered designs, leading to a 25% increase in user task completion rates and a 20% improvement in overall user satisfaction.
- Presented designs and key milestone deliverables to stakeholders, resulting in a 30% increase in stakeholder satisfaction and a 10% decrease in design revisions
- Established and promoted design guidelines and best practices, leading to a 40% reduction in design-related errors and an increase in overall design consistency.
- Improved project completion rate by 20% in 6 months via introduction of project tracking analytics that better monitored resources and timelines.
- Spearheaded development of new project operational strategy that reduced overall execution time by 16%

CERTIFICATIONS & EDUCATION

Women in Technology Program- ACCES Employment, Canada	Present
UX Research for Apps: User-centric from Concept to Launch- Udemy	2023
Natural Language Processing and Computer Vision- IBM	2023
Introduction To UX Writing- Udemy	2023
Foundation of User Experience Design- Google	2022
Start of UX Design process: Empathize, Define, and Ideate- Google	2023
Built Wireframe and Low-Fidelity Process- Google	2023
Fundamental of Digital Marketing- Google Digital News Initiative	2020
Easy Procreate Animation: Make Fun Gifs & Videos- Skillshare	2023
Bachelor of Technology in Electronics and Communication- 2015 Manav Rachna International University, Faridabad	