NITISH HOODA PRODUCT DESIGNER

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// WORK EXPERIENCE

Shell (PRODUCT DESIGNER) — FULL TIME   JAN 2021 - CURRENT

- Leading the design for LubeAnalyst, a tool that analyses the samples lubes provided by our customers and provide high quality insights on their efficiency and risk mitigation.
- Worked on end to end design process from gathering requirements, generating user research insights and using them to create user centered UX and visual design.

Litewallet (LEAD DESIGNER) — FULL TIME   APR 2020 - DEC 2020

- Led the design for a suite of products(website, android and ios apps, marketing materials), created user centered, delightful and reusable design.
- Created the branding and visual identity for the Litewallet brand, implemented consistent design patterns and brand infusion across the different products.

Stanza Living (LEAD PRODUCT DESIGNER) — CONTRACT   DEC 2019-MAR 2020

- Worked on end-to-end design of Stanza Living's consumer facing(Resident App, Stanza Living website) and internal products(ERP Dashboards) along with PMs and VP of products.
- Created delightful, easy to use and enticing designs for the consumer products while aiming for efficiency and simplicity while designing the internal tools.

Feetapart (LEAD DESIGNER) -- CONTRACT   FEB 2019 - NOV 2019

- Worked as the founding designer, was involved in brainstorming of key features of the product, cerated the initial suite of products and grew the team to a total of 5 designers within 7 months of joining.
- Created the design system and documented the UI standards and styles to be used on different mediums for all products.

PVR Cinemas (LEAD UI/UX DESIGNER) — CONTRACT   OCT 2018-FEB 2019

- Created the design guidelines to be used for the PVR Cinemas app to make sure efficiency, consistency and scalability of the designs improve.

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Freelance UI/UX Designer (MANY PROJECTS)   MAY 2016 - OCT 2018

- Consulted with several startups and well established companies like Mobikwik, Studycopter, Feetapart, Kristal.ai, Crosschecks etc. to review current products and provide delightful design solutions to solve user needs and business challenges through User Research, Interaction Design, VIsual Design and Prototyping.

AmitusLab (DESIGN LEAD)   MAY 2016 - OCT 2018

- Led the UX and Visual design and worked closely with engineers, product managers and researchers to ship multiple rich applications with challenging timelines. Architectured the user interface and experience for a complex realtime messaging and management interface for Goqii, a protective healthcare app.

// EDUCATION

Bachelor of Technology(Computer Science)   2009-2013

MAHARISHI DAYANAND UNIVERSITY, ROHTAK

I graduated in 2013 with a degree in Computer Science. I learnt about the Fundamentals of Computer Science and Web Design during the course.

// SOCIAL LINKS

PORTFOLIO/WEBSITE: https://nitishh.design   ●   DRIBBBLE: https://www.dribbble.com/nitsh

LINKEDIN: http://in.linkedin.com/in/nitishhooda   ●   MEDIUM: https://medium.com/@nitsh