Nithish Rao

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Summary

Experienced Lead UX Designer with a decade of cross-sector expertise. Currently leading user-centric research at L&T Technology Services, I blend psychology and design thinking to drive impactful solutions. Skilled in mixed-methods research and team leadership, I translate insights into actionable strategies.

Portfolio

https://nithishrao.com/

Experience

L&T Technology Services

Lead UX Designer, Bengaluru
07/2021 - Present

- Led comprehensive user requirements analysis, task analysis, and conceptual modeling to inform the design and development of software and analytical products.
- Designed and specified user interfaces and information architecture using participatory and iterative design techniques, incorporating observational studies, user interviews, and usability testing.
- Developed user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications to ensure alignment with business objectives.
- Effectively communicated research findings, conceptual ideas, and detailed designs through presentations utilizing agile methodologies.
- Collaborated closely with development teams to ensure seamless implementation of design specifications.
- Mentored junior designers, providing guidance to help them set and achieve career goals and fostering a collaborative team environment.

HerKey/JobsForHer

Senior User Experience Designer, Bengaluru
12/2018 - 07/2021

- Design user interfaces and information architecture using participatory design techniques.
- Communicate research findings and design rationale with agile methodologies.
- Design, test, and refine products for both B2C and B2B markets. Collaborate with product and tech teams to establish UX processes.

Fincity

Senior User Experience Designer, Bengaluru
09/2017 - 10/2018

- Design fintech products and banking solutions, reducing processing time by 85-90%.
- Lead mixed-methods user research on multiple projects, driving innovation.
- Review and ensure implementation of design specifications with front-end teams.

Savi's Fashion Studio

Senior User Experience Designer, Bengaluru
11/2016 - 07/2017

- Conducted qualitative and quantitative research to inform product development.
- Led design and launch of website, e-learning app, and e-commerce platform.

- Managed Facebook and YouTube ad campaigns, driving significant brand engagement.
- Implemented PLA revenue model for product sales.
- Played a key role in scaling Facebook page likes from **1068** to **17,200** in 7 months.

StoreKing

Senior Visual Designer, Bengaluru
12/2015 - 08/2016
- Design marketing materials and infographics to grow customer base.
- Mentor junior team members and lead design projects.

Spire.AI Copilot for Talent

Senior UI/UX Designer, Bengaluru
08/2015 - 11/2015
- Create wireframes, mockups, and style guides for HR-based CRM products.
- Collaborate with product managers to align design solutions with product goals.

Flipkart

Senior Visual Designer, Bengaluru
08/2014 - 08/2015
- Spearheaded visual design for product marketing and branding initiatives at Flipkart Marketplace.
- Designed campaigns including Big Billion Day, Flipkart Fashion Sale, and more.
- Created diverse visual assets such as infographics, banners, emailers, and motion graphics.
- Assisted in planning and implementing creative strategies for branding materials and product explainer videos.

ECS TECHNOLOGY

Motion Graphic Designer, Bengaluru
01/2014 - 08/2014
- Create banners, infographics, and motion graphics for international clients.

Skills

Business Requirements, Communication, Research Methods, Strategic Thinking, Quantitative Research, Design Thinking, Microsoft PowerPoint, Web Design, Visual Design, Experience Design

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Education

Design Thinking - From Insights to Viability

Stanford University Graduate School of Business
12/2021

Design and Applied Arts

Indira Gandhi National Open University, Bengaluru, Karnataka
12/2013

Certificates

Certified Usability Analyst (CUA) - HFI, Stanford GSB Design Thinking, Enterprise Design Thinking Practitioner - IBM, Introduction to Psychology - Yale University, Build Responsive Real World Websites with HTML/CSS3 - Udemy