

Nisarga Gotekar

Product Designer | Product Manager

nisargagotekar@utexas.edu

www.linkedin.com/in/nisarga-gotekar

+1 (512) 736-0491 • Austin, Texas

PROFESSIONAL EXPERIENCE

The University of Texas at Austin Marketing Student Manager | *Part-time*

September 2022 — July 2023

Austin, USA

- Engaged with students, faculties and departments to plan, coordinate, and manage events. Developed and executed marketing strategies, creatives and graphics to promote on-campus events, leveraging audience research to develop effective messaging and promotional materials. Analyzed event feedback, using data-driven insights to improve marketing efforts that increased positive feedback from students by 40%.

Rupeek Fintech Product Design Intern

January — June 2022

Bangalore, India

- Conceptualized and designed kiosk machine interface using Figma and Sketch, resulting in a 73% decrease in errors. Developed intuitive interaction designs for consumer devices (kiosk, app, website) with 5 million+ users.
- Collaborated with cross-functional teams (Stakeholders, Product Managers, Designers, Researchers, and Engineers) to translate user data, technology requirements, and business goals along with priority negotiations, leading to effective design solutions that improved the user experience for over 1.5 million customers.
- Conducted generative and evaluative research, and usability testing to understand users' needs, both independently and as part of a team, achieving a 92% success rate in user testing, indicating a high user satisfaction and a strong correlation between design and usability.

ParallelDots UX/UI Design Intern

February — May 2021

Seattle, USA (Remote)

- Proposed desktop and app interface designs for ParallelDots, participated in user research, market research, and usability testing to uncover pain points leading to a 30% improvement in overall user experience.
- Delivered Wireframes, Hi-fidelity Prototypes, User Flow Diagrams, by crafting buildable solutions, well-received by clients, resulting in a 20% increase in client retention.
- Created infographics, illustration videos, and other graphic collaterals that effectively conveyed complex ideas and data, resulting in a 50% increase in user understanding and retention of key concepts.

PROJECTS

MamaMingle UX Prototyping

January — April 2023

Designed an app for pregnant women/mothers, conducted extensive user research, created hi-fi prototype with rich and diverse design system, curated aesthetics with colour palette, typography, iconography, ran usability tests with iterative process, advocated user-centric design, added micro-interactions for enriched UX.

MakeMyTrip Usability Study

August — November 2022

Directed a usability study for MakeMyTrip, to identify usability issues. Employed Heuristic Evaluation, Competitive Analysis, Affinity Mapping, and SUS score analysis to gather qualitative and quantitative data. Recruited participants for Usability Testing, provided insights to substantially enhance the product's usability.

Meals on Wheels Central Texas Website Redesign

August — November 2022

Developed Information Architecture process documentation, with competitive analysis, content inventory, site maps. Analysed and redesigned the website's IA covering content organization, labelling, navigation, search systems using methods like card sorting, affinity maps, user testing to potentially improve the site's design.

VOLUNTEER EXPERIENCE

UXPA, UT Austin Associate HR

July 2023 — Present

Austin, USA

- Collaborating with cross-functional teams and utilizing analytical skills to streamline internal communication, promote initiatives, and deliver impactful content for value-driven initiatives, fostering a positive experience for the students and collaborators.

Friends of Figma, Austin Program Manager

August 2022 — Present

Austin, USA

- Executing creative strategies and applying skills in problem-solving, marketing and communication to oversee the development and implementation of various design-related programs and initiatives. Leveraging expertise in UX Design and Research to drive successful Product Management and, deliver on critical business requirements and high-quality user experience.

VinnovateIT Head of Design and Product Manager

August 2018 — May 2021

Vellore, India

- Formulated a product roadmap for the IT Incubation Lab in college, leading and mentoring a team of designers to design and deliver several real-time mobile and web applications, successfully catering to 18,000+ users from diverse student communities. Associated with multifaceted teams, involving developers, marketers, business analysts, to ensure timely product delivery and launch, meeting the KPIs and UX goals.
- Boosted the organisation's social media presence by 500%, enhancing brand awareness and target audience engagement with marketing strategies and designs. Managed sponsorships, logistics, and branding for design events and hackathons, triggering a rise in involvement from students, sponsors, and industry partners.

EDUCATION

The University of Texas at Austin

2022–2024 *expected*

Master of Science, Information Studies

Focus: **UX Design/Research,**

Human-Computer Interaction

Current GPA: 4.0/4.0

Relevant Courses:

- UX Prototyping • Usability Testing
- Advanced Usability • Accessible UX
- Information Architecture and Design
- Perspectives on Information

Vellore Institute of Technology, Vellore

2018–2022

Bachelor of Technology, **Information**

Technology

CGPA: 9.03/10

Relevant Courses:

- Marketing Management • Statistics for Engineers • Lean-Startup Management
- Business Communication • Business Mathematics • Software Project Management
- Human-Computer Interaction • Web Technologies • Problem Solving and Object Oriented Programming • Software Testing
- Object Oriented Analysis and Design

SKILLS

Design | Research | Marketing

- Marketing • Communications
- Branding • Strategy • Statistics
- Data Analysis • UX Design • UX Research • UX Content • Surveys
- Stakeholder Interviews • Accessible Design • Design Systems • Information Architecture • User Personas
- Qualitative and Quantitative Research • Storyboarding
- Usability Testing • A/B Testing
- Contextual Inquiry • Affinity Mapping
- Card Sorting • Graphic Design
- Visual Design • Interaction Design

Tools

- Figma • Framer • Canva • Miro
- Google Analytics • Microsoft Suite
- Adobe Photoshop • XD • Illustrator
- InDesign • InVision • Axure • Webflow
- ProtoPie • Sketch • Jira • Trello

Programming & Development

- HTML5 • CSS • C • Python • Java
- SQL • R • Linux