Nivedita Mukherjee
Product designer

nivedita.des@gmail.com | (+91) 8448355144 | Website | Linkedin

SUMMARY

- **Product Designer with 7+ years** of experience in crafting elegant and user-friendly design solutions.
- Promoting strategic business outcomes by leveraging **user research** and **data-driven methodologies.**
- Implemented user-centered designs for clients across various sectors and domains.
- Contributed to **enhancing clients' organizational UX maturity** through **design thinking workshops.**

AREA OF EXPERTISE

- Design Thinking
- User Research
- Visual Design
- UX Strategies
- Data-Driven Approach
- SaaS/B2B/B2C

FUNDAMENTAL SKILLS

- **Design Leadership:** A design enthusiast with skills to deliver user-centered and feasible solutions adhering to Agile design process.
- **Research and Development:** Guiding design development with a focus on user needs, cost-effectiveness, and technical feasibility, aligning with predetermined specifications and success criteria.
- **Strong Team Player:** Collaborative team player skilled at driving product design excellence through effective communication and collective problem-solving.
- **Versatile Knowledge:** Build products for health care, fintech, logistics, travel and e-commerce

WORK EXPERIENCE

SAP Labs India Pvt Ltd | User Experience Design Specialist
📅 May 2022 - Present

- Designed applications for SAP Cell and Gene Therapy Orchestration (Treatment Management Platform for life sciences companies like Roche, Gilead)
- As the first assignment, designed alternative solution for end-of-shelf life products for sales channel.
- Participated in AI-hackathon to develop a product relevant AI use case

Achievements:
- *Designed the automated appointment scheduling process that reduced the order fulfilment lead-time by ~ 5%.*
- *SAP CGTO solution (appointment scheduling, labelling, batch) was used as one of the backbone solutions of the Roche Atheros Global Orchestration Platform which delivered the first successful treatment of a patient with Elevidys in UAE on March 19.*
- *Receive a certificate for outstanding performance during Q2/Q3.*

GlobalLogic | Analyst, Usability and Design
📅 April 2020 - May 2022

- Redesigned an internal analytics portal with advance visualisation capabilities (serve as a centralised hub for all projects and customer data)
- Design the Doxim-utility bill and payment portal for end to end billing and payment experience.
- Conducted design thinking workshops my project Doxim.

Achievements:
- *Identified as the top contributor in Design team for April 2021 release for Doxim Project.*
- *Designed the Doxim-utility self service portal for payment increasing online payment adoption by ~35%. Read More*
- *Boosted UX maturity at Doxim via DT workshops, enabling user research and interaction with payment app end users.*

Delhivery | Product Designer
📅 April 2019 - April 2020

- Operated as the lead designer for the first-mile delivery products
- As a first assignment, redesigned the first-mile delivery application (+50K field agents)
- Revamped the truck tracking dashboard (for mid-mile operations)

Achievements:
- *Redesigned the first-mile processing center dashboard increasing the user-centricity by ~20% (specially during festive seasons)*
- *Automated the truck tracking dashboard increasing the efficiency by >40%*

ixigo | UX Designer
📅 Feb 2017 - Dec 2018

- Redesigned the hotel booking experience across platforms
- Implemented the concept of personalisation in hotel search
- Worked with the marketing team on IRCTC-ixigo hotel project

Nykaa.com | UX Designer
📅 June 2016 - Feb 2017

- Designed the product description screens across platforms
- Coordinated with the external UI development team for the new website designs

Achievements:
- *Designed the "Loyalty feature" for returning customers (this feature is being used till date)*

Reliance Jio | UI/UX Design Internship
📅 June 2015 - July 2015

- Designed interface screens for the Reliance Jio Health Hub product.
- Developed user - friendly interface for enabling health status monitoring, chronic disease management, and fitness indicator sharing.

Learnings:
- *Acquired proficiency in utilising the Material Design system for website design.*
- *Mastered the UX design process, ensuring user-centric design solutions.*
- *Developed expertise in employing various design tools to craft intuitive interfaces.*
- *Acquired experience collaborating with diverse teams of developers and testers throughout the product design process.*

EDUCATION

NIFT Mumbai | Masters of Design (M.des) | Final Year Dissertation
📅 2014 - 2016

My dissertation project focused on motivating physiotherapy patients to adhere to home-based physiotherapy exercises through gamification techniques. By integrating rewards, feedback, and social elements, users were encouraged to engage in their rehabilitation regime consistently.

Key features of the design concept:
- *Using Kinect, communicating exercise intensity and technique to prevent pain, with real-time feedback and customized plans.*
- *Encouraging proper home therapy through personalized exercises, rewards, and progress tracking for sustained engagement.*
- *Designed with empathy, featuring user-friendly interfaces, motivational cues, and personalized feedback for an effective rehabilitation experience.*

SKILLS

Research	Design	Additional Skillset	Tools
Contextual interviews	User Flow	Conduct Remote Workshops	Figma
User insight analysis	Story Boarding	Conduct Design Thinking sessions	Sketch
User testing	Wireframes		Adobe XD
Heuristic evaluation	Working Prototype		

CERTIFICATIONS / TRAININGS

Becoming an AI-First Product Leader
📅 April 2024

Linkedin Learning Certification | View Credential

Achievements and Learning:
- *Learned about Artificial Intelligence used in Business.*
- *Explored the contemporary applications of AI and observed its influence on the responsibilities and prevalent products in the market.*
- *Explored the components of AI*

SAP Life science AI Hackathon

Innovation Skills | Participant - SAP Life Science AI Hackathon | View Credential   📅 December 2023

Achievements and Learning:
- *Gained hands-on experience with Artificial Intelligence.*
- *Learned how Artificial Intelligence capabilities can improve our offerings to customers to help them make better data-driven decisions.*
- *Gained firsthand experience presenting the AI design concept to both the team and the judging panel during the hackathon.*

Accessibility: How to design for all

The Interaction Design Foundation | View Credential   📅 May 2021

Achievements and Learning:
- *Achieved Top 10% distinction*
- *Integrate accessibility into design and development to ensure products are usable by all, regardless of disabilities.*
- *Design products to meet and surpass accessibility standards, enhancing usability for everyone.*
- *Optimise products for users with various disabilities, enabling them to utilize assistive technologies effectively.*