Nitish Negi
π-shaped Designer

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Experience

Senior Product Designer
Jio Platforms Ltd. | December 2022 - Present

Led user experience for JioBook and JioCloud PC, while also building a scalable design system to maintain consistency across devices. Worked on the end-to-end redesign of the Hospitality TV platform with a focus on accessibility and real-world usability in hotel environments. Currently designing IoT experiences for the Jio Set-Top Box, focusing on seamless device integration and intuitive user onboarding.

Product Designer
Tata Play via Accedo.tv | May 2021 - October 2022

Worked across mobile, tablet, web, and TV platforms to enhance the Tata Play and Tata Play Binge apps by refining user flows and simplifying interactions for a more seamless experience. Introduced an Atomic Design System to ensure visual consistency and improve team efficiency across projects.

Senior UX Designer
Cisco via Intelligaia Technologies | February 2018 - April 2021

Contributed to the design for Cisco's internal and external platforms, helping improve the overall user experience and satisfaction. Played a part in creating Cisco's Global Style Guide, streamlining design processes. Also contributed to the design of Cisco's enterprise application, focusing on making user workflows smoother and boosting functionality to better support business needs.

Senior Web Designer
Miracle Studios & Procus | November 2016 - February 2018

Designed UI/UX for multiple businesses, integrating designs across iOS, Android, and web platforms, resulting in improved user retention and increased engagement. Designed and implemented visually compelling and functional packaging solutions for an in-house wearable brand, contributing to a cohesive brand identity and achieving $2 million in annual sales across diverse e-commerce platforms.

Web Designer
Impala Webs | August 2015 - October 2016

Worked on designing UI/UX and then implemented those designs by converting PSD files to HTML and CSS, followed by integrating them into WordPress for multiple clients. Led knowledge transfer initiatives for trainees, improving project completion rates and overall efficiency.

PHP Developer & Web Designer
Infin Technologies Pvt. Ltd. | July 2014 - July 2015

Started as a designer, creating UI/UX designs, and later transitioned to implementing those designs by converting PSD files to HTML and integrating them into WordPress. Also provided knowledge transfer to trainees on design and development.

Tools

Design

Figma
Sketch
Photoshop
Illustrator

Development

lovable.dev
bolt.new
HTML/CSS

Education

Bachelors In Engineering, Computer Science
Chitkara University | 2010-14

Skills

User Experience
Interaction Design
User Interface
Prototyping
Visual Deign
Wireframing
Low/High Fidelity Mockups
User interviews
User Testing
Information Architecture
Competitor Analysis
A/B Testing
Design Systems
Design Leadership
Product Design
Design Thinking
User Empathy
Cross Functional Collaboration