Namita Nisal
PRODUCT DESIGNER

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EXPERIENCE

User Experience Designer | Nokia
Aug'18 - Now
- Leading UX and visual design for the interface and dashboards of the Nokia-Deepfield product.
- Working closely with Stakeholders, Product Managers and Developers to deliver features.
- Creating user workflows, personas, wireframes and high fidelity mockups for the product.

Product Designer | Ford Motor Company
Nov '17-Aug'18
- Leading UX research and design, and visual design for a product in an agile environment.
- Working closely with Product Managers and Developers to create user stories for mockups.
- Led usability testing and design iteration for an internal website.

Research Assistant (UX Design) | Usable Privacy Policy Project
Jan - Nov 17
- Led a UX Design project to develop a browser extension for: Usable Privacy Policy Project.
- Designed the plugin user interface and the logo, and crafted the complete user experience.
- Tested the interactive prototype, iterated on the design and handed over for development.

User Experience Designer | Lutron Electronics Co., Inc.
May-Aug'16
- Conducted UX research for Vive through 5 stakeholder interviews & contextual inquiry.
- Followed an iterative wireframing and prototyping process to design a hospitality application.
- Led an individual project to chalk a design plan to improve the user experience of a product.

Product Designer | Design Clinic, University of Michigan
Oct'15-Dec'16
- Worked on 3 client projects on domains like healthcare, travel and B2B applications.
- Delivered various design artifacts like hi-fi mockups and interactive prototypes on each project.
- Acted as team lead for one semester, and successfully fulfilled the client's expectations.

PROJECTS

Data Visualization Designer | American Consumer Expenditure Data
Sept-Dec'16
Designed a data visualization to demonstrate how Americans from different income levels spend on a particular commodity as a percentage of their income. (http://namitanisal.com/infoviz.html)

Usability Analyst | Praktio - Prof. Michael Bloom
Jan-Apr '16
Evaluated Praktio's online training modules through usability evaluation methods to recommend design solutions to improve usability.

Product Designer | Zip+ - Integrated Product Development
Jan-Apr '16
Developed a one-handed solution for a zipper - a detachable magnetic extension for outerwear. Designed various versions of the physical prototype and also developed a product website.

EDUCATION

Master of Science in Information - Human Computer Interaction
2015 - 2017
University of Michigan, School of Information, Ann Arbor; GPA: 3.897/4

Bachelor of Engineering - Computer Science and Engineering
2011 - 2015
Ramdeobaba College of Engineering and Management, Nagpur, India; GPA: 9.15/10

SKILLS

DESIGN
Data Visualization
User Interface Design
Visual Design
Sketching
Wireframing
Interactive Prototyping
User Testing

RESEARCH
User Interviews
Comparative Analysis
Surveys
Heuristic Evaluation
Usability Testing
Contextual Inquiry
Affinity Diagramming

TOOLS
Photoshop
Illustrator
InDesign
Adobe XD
Balsamiq
Sketch
Invision
Marvel
Omnigraffle

DEVELOPMENT
HTML, CSS
Javascript
C, C++, Java

POSTER

Increasing the Salience of Data Use Opt-outs Online
SOUPS '17
Santa Clara, CA. July 17

GHC '18
Houston, TX, Sept 18