Nachiketa Patel

Product Designer

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EXPERIENCE

Laya Wellness, Normal, IL — *Product & UX Lead*

MAY 2025 - PRESENT

- Leading product strategy and interaction design for a sensory wellness tool for Neurodivergent audiences.

Salesforce, Indianapolis, USA — *Product Designer*

AUG 2024 - MAY 2025 (Capstone Project)

- Identified friction in the learning management system across modules via task analysis and heuristic analysis, redesigned the dashboard with AI-powered course suggestions,smart filters and progress tracking, reduced drop-offs and improved discoverability by 75%.
- Collaborated with cross-functional teams (PMs, engineers, researchers) to validate design iterations via 3 rounds of user testing, led to improved clarity,faster decision-making, and achieved 85% customer satisfaction rate.
- Built high-fidelity prototypes using Figma and introduced new UI components for smart filtering; improved clarity and enabled 60% reuse of saved filters across the Trailhead platform.

Indiana University, Indianapolis, USA —Lead UX Designer

FEB 2024 - MAY 2025 (Graduate Research Assistant)

- Led a 22-member design/research team using JIRA, FigJam, and participatory methods to deliver interaction frameworks and improved team performance by 75% by structured planning and clearly defined KPIs.

AI Assisted Task Management for Pediatric Caregiving

- Led UX strategy to develop an AI-powered task manager for pediatric caregivers by integrating access level metrics, boosted task clarity, reduced handoff friction by 80%.(Storyboarding, User Research, Competitor Analysis)
- Integrated LLM-driven digital flows tailored for multi-user caregiving scenarios; designed high-fidelity prototypes using Figma and conducted usability tests with 20 users, resulting in cutting information retrieval time by 60%.

SKILLS

Functional: Interaction Design, High Fidelity Prototyping, Swift UI, Responsive Design, UX Research, Design Systems, Wireframing, AI – UX, Usability Testing, Accessibility(WCAG), UX Strategy, Design Thinking, Multimodal Interfaces, Inclusive Design, Agile Collaboration, Conversation UI, Requirement Gathering, Stakeholder Communication.

Technical: Figma, Sketch, Invision, Protopie, Adobe XD, Principle, UserTesting, Google Analytics, Qualtrics, NVDA, Photoshop, Illustrator, LottiFiles, Gen AI tool (MidJourney, Loveable, Cursor, ChatGPT, Gemini, Co-pilot, Claude)

EDUCATION

Indiana University, USA— Master's in Human Computer Interaction
AUG 2023 - MAY 2025

Ajeenkya D Y Patil University, India— **Master's in Product Design**
AUG 2018 - JULY 2020

Embodied Gesture-Driven Interfaces

- Designed and tested inclusive, gesture-based interactions for large-screen museum exhibits using Figma and Unity; engaged with 100+ visitors, conducted 3 design workshops and boosted educational participation by 30% by improving gesture recognition and tailoring story-driven scenarios for diverse children.

Amazon, Bangalore, India —UX Design Consultant

DEC 2021 - JULY 2023 (via inkoniq- CX 100)

E-commerce Product Fulfillment UX Optimization

- Noticed frequent drop-offs in the return flow, redesigned mobile-native return & fulfillment flow, improved navigation and trust cues; reduced user friction by 30% using progress indicators, infographic process, and interaction hierarchy.
- Collaborated with cross-domain teams (Video, Games, Live, Diamonds) on UI enhancements and design system alignment to ensure consistency across sprints.

Car Insurance (Amazon Pay)

- Shipped high-fidelity prototypes for Amazon Pay's 3rd-party car insurance journey; conducted remote user testing (10 users) with dev + design team to fix key friction in microcopy, visual hierarchy, and UI elements.
- Delivered annotated specs for developer handoff, resolving edge-case errors with PM + QA teams.

IoT Smart Retail UX (Kiosk)

- Led design and branding for IoT-based Scan & Go retail kiosk, deployed across tier-1\2 Indian cities; optimized interactions using motion-first UX, reducing checkout time by 42% and improving accessibility.
- Led visual QA to ensure design fidelity during handoff, addressing pixel precision and interactive states.

HDFC Bank, Bangalore, India —Product Design Consultant

MAY 2021 - NOV 2021 (via inkoniq- CX 100)

- Identified onboarding friction for non-tech-savvy users, replaced paper-heavy home loan application workflows with a desktop and mobile-responsive conversational UI, increasing form completion from 20% to 91%.
- Collaborated with 2 other designers to design responsive layouts, micro-interactions, and real-time eligibility feedback that improved form usability for low-literacy users in tier 2-3 cities.
- Led WCAG 2.0 accessibility audits and partnered with engineers post-handoff to resolve logic gaps, ensuring pixel-perfect deployment and reducing design–dev mismatches by 40%.

Gujarat Technological University, India— Bachelor's in Mechanical Engineering
AUG 2013 - JUNE 2017

CERTIFICATION

Introduction to AI (Ongoing), Coursera
Learning to integrate generative AI into product workflows by understanding its capabilities and limits

Social/Behavioral Research, IRB-CITI Program, Sep 2023– Sep 2027
Strengthened skills in ethical research, participant protection, and compliance for behavioral studies

Accessibility-First Design, LinkedIn Learning, July 2025
Learned how to build inclusive visual design, content, and testing methods to support equitable digital experience.

HONORS AND AWARDS

IU Merit Scholarship : $10,000 award for academic excellence, Indiana University (2023, USA)

Gold Medalist : Graduate topper of cohort among 400 design students, Ajeenkya D Y Patil University (2020, India)

Inkoniq- CX 100, Bangalore, India —UX Designer

MAY 2021 - JULY 2023 (Design Agency)

- Facilitated cross-functional workshops aligning product, engineering, and marketing teams on KPI-driven UX goals; led 2 design sprints to define requirements, map user journeys, plan UX strategies and deliver scalable product solutions that helped grow company revenue ~3x.
- Designed and deployed an internal design learning hub (video, podcast, and weekly sessions), boosting team performance efficiency by 90% and nurturing cross-functional skill development.
- Built and maintained a 300+ component design system used across 8+ digital products, ensuring accessibility compliance (WCAG 2.0- color contrast, semantic labels, typography), design scalability, and visual consistency.

Apne, Remote, France—Co Founder

JAN 2020 - MAY 2021

- Crafted end-to-end design strategy for a hyperlocal retail platform bridging the gap between small businesses and local consumers by defining product positioning, competitive benchmarking and transaction flow.
- Developed brand identity and high-fidelity prototypes for both merchant (B2B) and customer-facing interfaces (B2C).

Exa Mobility, Pune, India—UX Designer

NOV 2020 - FEB 2021 (Internship)

Raptee.HV, Chennai, India—UX Designer

MARCH 2020 - JUN 2020 (Internship)