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| Nivedita Joynivjoy108@gmail.com  · [linkedin.com/in/niveditajoy ·](http://linkedin.com/in/niveditajoy/) [www.joycreation.us](https://www.joycreation.us/) |
| UI / UX Visual Designer with 10+ years of web and product design experience. I specialize in user interface and experience designs for interactive platforms ranging from websites to software applications. Expertise includes user research, conceptual modeling, user flow, storyboarding, wireframing, interaction design, responsive website design, and branding.Ability to translate designs across all devices & screen sizes and to convert complex information into user-friendly designs. |

# Experience

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| May 2019– PresentSenior Product Designer, **NTT DaTA** | Sunnyvale, CA* Working for Smart City NTT Innovation Institute group of 14 people.
* Designing new and improve existing User experience & interface design, establishing design guidelines & standards of real-time Smart Platforms like traffic flow, object count, facial & license plate recognition, Smart Post – US & Canada border control, an application system management of Data Architecture Continuous Integrator (DACI)
* Working closely with PMs, UX Researchers, and Engineers from ideation to delivery.
* Creating a framework from identifying user’s stories, prototyping to evaluation with stakeholders.
* Delivering various connected data platforms marketectures for Smart Team product sales presentations.

Apr 2017– APR 2019Senior UX/ UI Designer, **Hortonworks** | Santa Clara, CAPresently, conceptualize and produce complex designs for numerous corporate and community websites. Primary functions include, end to end design and development of user interface and experience from ideation to delivery; supporting the Hortonworks corporate website as the head designer for any new content or updates; and creating designs for multiple platforms enterprise-wide for best in class brand engagements; delivered various connected data platforms infographics for presentations to the Marketing and Web departments. * Sole designer for customer-facing training website, Hortonworks University, which includes storyboarding, modeling, and responsive website design and delivery.
* Due to artistic abilities and expertise, served as the head designer for the rebranding of Hortonworks DataWorks Summit; redesigned key interfaces such as BigData Scorecard application, customer support portal, Partnerworks program for managed service providers, NASDAQ investor's site, etc.
* Increased cross-collaboration efforts between sales and service providers by 60%, by redesigning the Company’s Sales Enablement site.
* Decreased page and various components abandonment rates from 58% to 34%.
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| May 2016 – Apr 2017Senior Product Designer, **IBM** | Foster City, CA* Constructed UX/UI templates for the Company’s Bluemix cloud platform services which consisted of, Cloud Foundry, Open Whisk, API connect and secure gateways.
* Formulated customized icons and infographics that emphasized the brands’ legibility, consistency, and memorability.

Oct 2013 – May 2017UI / UX Visual Designer, **iD Tech Camps** | Campbell, CAConceptualized and produced interactive platform UI/UX designs for a provider of youth computer science camps and courses with 150 nationwide locations and 470K site visits per month.Designed user-tested and maintained responsive web pages, software applications, learning platforms, marketing collateral and the company’s brand identity.Drove 30% YoY company growth since 2014 by redesigning and producing sites and applications that improved customer satisfaction and increased differentiation of company product offerings against competitors. Oct 2013 – May 2017Visual Designer, **Become Inc.** | Sunnyvale, CADesigned web/print assets and collateral for an online shopping search engine with over 4 million merchants and designed their website that generated over 380K visitors per month.Created online advertisements for large corporate clients, including Kohl’s, Gemvara, and McAfee.Spearheaded rebranding efforts by creating a new logo, web layouts, mobile sites, user interface elements, static and flash banners, business cards, infographics, widgets, email campaigns, and typography leading to a 34% increase in Click-Through Rates (CRT).  Gathered and coordinated requirements from engineers, sales staff, account management, and SEM/SEO teams, which included teams in Japan, The Philippines, and Germany.   |

# Education

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| Bachelor of Science (MFA), Architecture & Interior Design Orenburg Government University |
| Master of Fine Arts (MFA), Painting & DrawingRussian State Fine Art University |

# Tools & Skills

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| * Visual design
* Interaction design
* User Research/ Personas
* Wireframing/Prototyping
* Task Analysis
* Usability Testing
* Data Visualization
 | * Sketch
* Adobe Creative Suite Balsamic, Marvel, Zeplin
* InVision, UX Pin
* Asana/ Jira
 | * HTML
* CSS
* XHTML
* XML
* JavaScript
* WordPress
 | * Branding/Marketing
* Illustration
* Hand Painting

and drawing* Sculpture
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# Certifications

* Design Thinking course, IBM
* WordPress, AcademyX
* User Experience Design, BCS Foundation
* Dashboard Design Principles, Udemy

# Art Experience

### As a fine artist I have created artworks across a variety of mediums and sold to clients worldwide. I have developed unique exhibits and show concepts in coordination with galleries and fellow artists that appeared at venues that included the Las Vegas art expo, images gallery in Hawaii and a nationwide tour with legacy fine art publishing, among others. I have designed and produced theatrical sets for concerts, government meetings, competitions and television shows and also have experience as an art instructor teaching painting and technical drawing.

# Honors and awards

* Artist of the Year, Los Gatos Art Association
* Featured Artist, Art Business News Magazine
* Featured Artist, The Painting Gourmet show, Comcast Channel 15

# Interests

* Meditation, yoga, fine art and various craft design, floral arrangements.