**NIVEDITA JOY**

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UX/UI designer with over 10 years of experience creating and improving web & mobile software applications and responsive websites. Expertise includes interaction design, rapid prototyping, user flow design & testing.

# Experience

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| May 2019 – PresentSenior Product Designer, **NTT DaTA** | Sunnyvale, CA* Lead designer supporting the SMART application platforms team, working closely with PMs, UX Researchers, and Engineers from ideation to delivery.
* Responsible for driving end to end design and development of user experience and interface for multiple applications and platform building blocks, such as,
	+ Monitoring and altering application for US border protection
	+ Real time intelligent traffic monitoring module
	+ Health check application for temperature measurement
	+ Crowd & traffic monitoring application for the City of Las Vegas
	+ Site survey application for surveillance systems

Apr 2017 – Apr 2019Senior UX/ UI Designer, **Hortonworks** | Santa Clara, CA* Partnered closely with marketing, product & sales teams on conceptualizing and producing complex designs for a number of corporate and community websites.
* Supported the Hortonworks corporate website as the head designer for new content and updates.
* Served as the head designer in the rebranding of Hortonworks DataWorks summit and the design of the new experience and interface.
* Worked closely with product management as the sole designer for customer-facing training website (Hortonworks University) from storyboarding to modeling to responsive website design and delivery.
* Redesigned key interfaces such as BigData Scorecard application, customer support portal, Partnerworks program for managed service providers, and NASDAQ investor's site.
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| May 2016 – Apr 2017Senior Product Designer, **IBM** | Foster City, CA* Served as a senior designer and created UX/UI templates for IBM Bluemix cloud platform services including Cloud Foundry, Open Whisk, API connect and secure gateways;
* Designed custom icons & infographics with a focus on visual legibility, consistency, and memorability of the unique product brand.

Oct 2013 – May 2016UI / UX Visual Designer, **iD Tech Camps** | Campbell, CA* Conceptualized 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.

Sep 2010 – Oct 2013Visual Designer, **Become Inc.** | Sunnyvale, CA* Designed website, web/print assets and collateral for an online shopping search engine with over 4 million merchants and 380K visitors per month.
* Spearheaded rebranding efforts by creating a new logo, web layouts, mobile sites, static and flash banners, infographics, widgets, and typography leading to a 34% increase in click-through rates.
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# 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
* Rapid prototyping
* 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, IBM
* WordPress, AcademyX
* User Experience Design, BCS Foundation

# FINE Art Experience

* Accomplished artist & art instructor with extensive background in art history & classical painting styles.
* Developedunique exhibits and show concepts in coordination with galleries and fellow artists that haveappeared at venues that included the Las Vegas art expo, images gallery in Hawaii and a nationwide tour with legacy fine art publishing, among others.
* Designed and produced theatrical sets for concerts, government meetings, competitions and television shows

# 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