Nikith Joshua DSouza

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EXPERIENCE

Experience Design Intern: Rocket Mortgage, Detroit, Michigan   *May 2023 - Aug 2023*
- Ideated and introduced the wizard feature to match users with the best-suited loans, increasing loan conversion rates.
- Redesigned high-traffic refinance and buy-a-home pages using the Rocket design system, used by over 7.8 million users.
- Conducted contextual inquiry to identify navigation issues and designed global navigation using Figma in an agile environment
- Implemented targeted banners and prompts for key articles in the learning center, increasing loan conversions by 18%.
- Collaborated with a cross-functional team of UX designers, managers, and user researchers to enhance mobile experience.

User Experience Designer: Indiana University Bloomington, Bloomington, Indiana   *Dec 2022 - Present*
- Redesigned and launched the Indiana University UX community website, enhancing the experience of over 2,000 users.
- Led user research through semi-structured interviews, ideation, and brainstorming workshops to enhance the UX Community.
- Crafted intuitive product workflows and user journeys through iterative wireframing informed by usability testing feedback.
- Presented high-fidelity design deliverables through mockups and prototypes with key stakeholders of Indiana University.

User Experience Designer I: Deloitte, Bangalore, India   *Aug 2021 - July 2022*
- Designed end-to-end hiring analytics dashboard, enabling leadership and recruitment teams to optimize recruitment.
- Created a design system to help ensure design coherency across the product that increased developer efficiency by 12%.
- Designed a mobile-first version of the cloud-driven project assignment tool that helped stakeholders take critical actions.
- Collaborated with a multi-disciplined team of 2+ product managers, a senior designer, and 15+ engineers and developers.

Product Designer: Xamplay Edutech, Bangalore, India   *June 2021 - Aug 2021*
- Collaborated with the Chief Technology Officer by designing a goal-setting feature to solve student engagement problems.
- Reimagined the leaderboard structure and observed a 25% lift in student engagement for educational content and quizzes.
- Created gamified reattempting quizzes based on market research and ideation, utilized by over 15,000 students.
- Identified UX improvements through competitor analysis and customer feedback, increasing user engagement by 15%.

Network Engineer I: Oracle Cerner, Bangalore, India   *Jan 2020 - Aug 2021*
- Provided on-call and ticket support for over 240 hospital network devices, resolving issues rapidly to ensure client satisfaction.

EDUCATION

Master's in Human-Computer Interaction   *May 2024*
Indiana University Bloomington   **GPA: 4/4**

Bachelor's in Computer Science and Engineering   *Aug 2020*
B.M.S College of Engineering   **CGPA: 8.3/10**

SKILLS

Design: Wireframing, Prototyping, Visual Design, Conceptual Design, User Journey, Information Architecture, Interactive Prototyping, Storyboarding, Interaction Design, Flow Diagrams, Story Boards, User Flow, Low fidelity prototypes, User-Centered Design, Data Visualization, Rapid Ideation, Design System, and Cross-Platform Design.
Research: Affinity Mapping, User Research, Competitive Analysis, Contextual Inquiry, Card Sorting, Surveys, Empathy Mapping, Interaction Studies, Use Cases, Surveying, Secondary Research, Ideation, Design Thinking, Usability Testing and A/B Testing.
Design Tools and Coding: Figma, Adobe Creative Cloud, Framer, Zeplin, Tableau, Slack, Jira, Invision, Sketch, Procreate, Principle, Axure, Python, Miro, Tableau, Figjam, Javascript, HTML, Balsamiq, Illustrator, R Programming, and CSS.

PUBLICATIONS

Challenges and Design Opportunities for Online Schooling in India   *Nov 2021*
Presented the paper at India HCI '21 Conference in the proceedings of ACM Digital Library, New York, USA (Paper Link)

Football Game Analysis and Prediction   *May 2021*
Presented the paper at the Advances in Intelligent Systems and Computing in the proceedings of Springer, Singapore (Paper Link)

HONORS & AWARDS

Presented a design poster and research paper at the all-India Human-Computer Interaction 2021 conference.
First place in the Amazon Alexa design jam at the Design4India conference, where I led in designing a reminder system for students.