## **NISHI MEHTA**

# **Product Designer | UX Designer & Developer**



### **Summary**

Product Designer & Developer with experience delivering digital products from research to launch using human-centered design and service design thinking. Skilled in UX research, journey mapping, wireframing, prototyping, and usability testing, with a track record of improving user satisfaction across enterprise level applications.

## **Work Experiences**

## Northern Trust - UX Designer (Software Engineer Focus) Aug 2022 - Feb 2024

Designed and launched human-centered wealth management features using Figma and enterprise design systems, collaborating with UX researchers, PMs, and engineers to align designs with business goals, increasing user satisfaction by 40%. Bridged design system and product teams to resolve front-end issues, ensure accessibility compliance, and maintain brand consistency, reducing UI defects by 30%. Collaborated in Agile processes to define MVPs, acceptance criteria, and technical requirements, clearly presenting design decisions to stakeholders. Developed and maintained personas, journey maps, and process documentation, using Miro for research analysis and user testing.

## Terado Engineering - Design Consultant Apr 2024 - Jul 2025

Designed booking platforms from concept to prototype, applying user-centric design thinking and interface design, improving user satisfaction by 45%. Directed a team of artists for high-impact events, managing timelines, client relationships, and creative briefs, resulting in 25% higher client engagement. Researched UX constraints in local businesses, delivering branding, website design, and creative storytelling solutions to improve online presence and customer experience.

## Aisle Rocket - Web Design Intern Jun 2022 - Aug 2022

Supported e-commerce web development for national brands using Adobe Experience Manager, enhancing digital experiences and user engagement. Co-led UX/UI redesign for the Boys & Girls Club of SW Michigan, improving mobile responsiveness and navigation, increasing satisfaction by 80%. Built responsive front-end components with HTML, CSS, and JavaScript, collaborating with designers and developers in Agile sprints.

## Surya Electronics - Product Sales & Operations Analyst Jan 2020 - Apr 2020

Partnered with engineers and PMs to identify usability issues, map user flows, and drive human-centered UX improvements, increasing user satisfaction by 40%. Conducted Salesforce audits to uncover technical gaps, proposing workflow optimizations that reduced system runtime by 50%. Trained employees on ERP software, creating technical documentation and using Excel for operational data analysis.

#### **Technical Skills**

### User Research & UX Strategy

User Interviews & Surveys, Usability Testing, Personas, Journey Mapping, User Needs Analysis, Experience Mapping, Design Thinking, Heuristic Evaluation, Competitor/Benchmark Analysis

## **Design & Prototyping**

Wireframing, Low-Fidelity & High-Fidelity UI Prototypes, Responsive & Mobile-First Design, Accessibility Standards

### **Business & Analytical Skills**

Business Case Development, UX Metrics & KPIs, Stakeholder Management, Requirements Gathering, Workflow Optimization, Data-Driven Decision Making, Problem-Solving & Critical Thinking, Cross-Functional Team Communication, Agile/Scrum Collaboration

#### **Tools & Platforms**

Figma, Adobe XD, Adobe Creative Suite, Miro, FigJam, HTML/CSS/JS, React, Visual Studio, MVC, Storybook, Angular, Bootstrap, Azure DevOps, Jira, Confluence

### **Collaboration & Delivery**

Design Systems, Agile/SAFe, Workshop Facilitation, Stakeholder Communication, Business Case Development, Service Design Thinking, Project Management

#### Education

### **MBA** Essentials Certificate

University of Glasgow - Coursera

### **Foundations of UX Design Certificate**

Google Coursera

#### **Bachelor of Science**

Computer Information Systems DeVry University