Niyati Kothari
UX Product Designer

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Education

Northeastern University, MA
M.S. Experience Design, GPA 3.9
2020 - Present

MIT Institute of Design, India
B.Des. Graphic Design, GPA 3.2
2009 - 2014

Skills

Design Thinking, UX Research,
Wireframes, Rapid Prototyping,
Interface Design, Usability Testing,
Interactive Prototyping,
Visual Design, Product Strategy,
Branding, Data Visualization,
Design Sprints

Tools

Figma, Sketch, Balsamiq, Adobe XD,
Adobe Photoshop, Adobe Illustrator,
Adobe InDesign, InVision, Zeplin,
Marvel, HTML/CSS (Beginner),
Tableau (Beginner), Keynote

Recognitions

Communication Design Consultant
Dixit Hospital, Vapi
2014-2016

**Digital Media Designer,
Lakme Fashion Week'15**
Represented BedHead by TIGI
(2015)

Other Relevant Experiences

Freelance UX Designer
Aug 2019 - Sept 2020

Graphic Designer at Oh! Design
Studio, Mar 2016 - Sept 2016

Graphic Designer at OML
Entertainment, Aug 2015 - Oct 2015

Graphic Designer at Glitch Digital
Media, July 2014 - July 2015

Design Intern at Umbrella Design
July 2013 - Dec 2013

Work Experience

Digital Experience Lead | Northeastern University ITS, Boston
May 2021 - Present

- Leading a team of students conducting user research that helps define and understand complex problems of how the Northeastern community interacts with the university-owned digital interfaces
- Analyzing and reporting of user feedback and activities
- Designing solutions for mobile and desktop interface related-issues that are encountered during the research phase

Research Assistant | Experience Design Lab in collaboration with Museum of Fine Arts, Boston
Apr 2021 - Present

- Designing the visitors' experience and information design for the Museum's new Center for Netherlandish Art
  Researching relevant attributes from the extracted databases, and
- creating a data visualization experiences for the Dutch art gallery at the MFA, Boston

Product Designer | BookMyShow, Mumbai
June 2018 - July 2019

- Redesigned and redefined the BookMyShow mobile app user experience for existing and new users on the platform while studying different use cases
- Worked closely with the research team and designed the end-to-end product for a post booking experience and the merchandise store
- Met with the engineering teams to convey desired interaction and participate in visual quality assurance process to ensure final products match design intent
- Strong grasp of working on retail e-commerce and connecting design strategy with other cross-product initiatives within the company to drive collaboration

UI/UX Designer | Interface Business Solutions Consultancy, Mumbai
May 2017 - May 2018

- Gained knowledge in problem solving by empathetically understanding the user needs in relation to the business goals
- Deliver and refine clear storytelling around product needs and opportunities

UI Designer | EvolutionCo, Mumbai
Oct 2016 - Apr 2017

- Created interactive programs to enhance a customer's experience for the Mahindra Lifestyles' business website while facilitating an enjoyable experience