

Niyati Kothari

Mumbai, India

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Education

MAEER'S MIT INSTITUTE OF DESIGN, INDIA

Graduate Diploma in Graphic
Design, 2014

GNYAN DHAM HIGH SCHOOL

Senior Year in High School
(Specialised in Psychology)

Recognitions

COMMUNICATION DESIGN CONSULTANT 2016

Dixit Hospital, Gujarat
2014-2016

DIGITAL MEDIA DESIGNER- LAKME FASHION WEEK'15

Represented for BedHead
by TIGI, 2015

Skills

User Experience, User
Interface Design, Prototyping,
Product Strategy, System
Design, User Testing, User
Research, Visual Design,
Branding, Print Design.

Tools

Sketch, Adobe Photoshop,
Illustrator, Indesign, Invision,
Principle, Zeplin, Marvel,
Wekinator (Beginner),
Adobe Lighroom (Beginner)

Work Experience

PRODUCT DESIGNER AT BOOKMYSHOW SUBSIDIARY OF BIG TREE ENTERTAINMENT | JUNE 2018 - PRESENT

Redesigning and redefining end-to-end product in terms of user experience for existing & new users on the platform. Design and delivery of mobile & desktop platform for a new business vertical. Working and strategizing on the booking flows and different use cases to revamp the new version for booking movies & events.

USER INTERFACE DESIGNER AT INTERFACE BUSINESS SOLUTIONS | MAY 2017 - MAY 2018

Understanding information architecture, user research, user flows and user testing for web and mobile platforms. It was also a learning experience in project management and project ownership. Worked closely with front-end and back-end developers to meet the designs pixel perfect.

JUNIOR USER INTERFACE DESIGNER AT EVOLUTIONCO DIGITAL | OCTOBER 2016 - APRIL 2017

I worked with a team on Mahindra Lifespaces and Logistics on a web platform. It was my first experience in an Interface design project. It taught me a lot about user study, their painpoints & conceptualize designs accordingly. I gained basic knowledge in interaction design & understanding grids.

GRAPHIC DESIGNER AT GLITCH DIGITAL MEDIA JULY 2014 - JULY 2016

Rebuilt visuals for digital platforms for diverse brands mainly under HUL. Worked in collaboration with the marketing, film studio, & development teams in cohesion. I also got a chance to represent BedHead & work with diverse teams at the LFW Summer Resort'15 as a Digital Media Designer.

GRAPHIC DESIGN INTERN AT UMBRELLA DESIGN JULY 2013 - DECEMBER 2013

Worked on my first live project (branding for a real estate) with deeper understanding in print design. Acquired knowledge on different kinds of paper and medium for various collateral products.