

HARSHAL NAIK

UI/UX Designer

📁 Employment History

UX/UI Designer at Citi, Dallas

July 2021 — Present

- Crafted a multi-device stock screening solution, informed by comprehensive research and visual design expertise.
- Achieved an 8% surge in completion rates by spearheading cross-functional collaboration to redesign segments of the wealth account opening flow through research and usability testing.
- Spearheaded a 12% enhancement in application completion rates for ACAT (Automated Customer Account Transfer) as the lead designer, streamlining the product journey through data and research.
- Led a collaborative creation of two product marketing pages by partnering with multiple teams, including marketing, product management, development, and legal.
- Effectively on-boarded and mentored new designers to cultivate a collaborative and skilled design team.

Product Designer at Studytable, Indianapolis

August 2020 — May 2021

- Created a user-friendly web portal that centralized essential information, assisting students in their decision-making process regarding their choice of major.
- Conducted nine in-depth user interviews and collected over 130 survey responses to identify and analyze existing customer pain points.
- Applied user research insights to formulate personas, visualize user flows, and contribute to idea generation in brainstorming sessions.

UX/UI Designer at Indiana University, Indianapolis

June 2020 — December 2020

- Designed two websites that showcases the work done in the category of Artificial Intelligence-Machine Learning and Global Youth Development.
- Analyzed data from various grant databases and created info-graphics to visualize the data.

🎓 Education

Human Computer Interaction, Indiana University, Indianapolis

August 2019 — May 2021

Computer Engineering, Gujarat Technological University, Gujarat, India

August 2015 — May 2019

Details

Dallas

United States

www.naikharshal.com

naikh135@gmail.com

Skills

Sketch

Adobe XD

Figma

Wireframing

Interaction Design

Prototyping

Visual Design

Usability Testing

Information Architecture

Journey Mapping

User Persona

SWOT Analysis

Accessibility Design

Agile Methodologies

Design Thinking

Design System

Project Leadership

Cross-Platform Design