

## UX DESIGNER

### Workato, Cupertino (September 2016 – Present)

Workato is a leading SaaS solution for intelligent automations

- Designed an easy to use product experience that has been adopted by world's leading corporations like Slack, Enbridge, Box, Salesforce, Panera Bread, Home Depot, Okta etc.
- Increased first-user retention by 2x. Measured UX impact on KPI's via quantitative analytics and qualitative observations.
- Improved key product features for greater user engagement and productivity. Led observational studies, designed user flows, and communicated them effectively through mockups, prototypes and visual design assets. Rewrote UI copy for better readability.
- Assisted marketing with visual design of collaterals (including illustrations)
- Mentored interns and contractors to ensure a cohesive product experience
- Led recruitment efforts to grow the UX team

### DESIGN INTERN, GOOGLE HARDWARE (PROJECT AURA)

#### Google Inc., Mountain View (June 2016 – August 2016)

- Designed and developed a user journey map for out of box experience (OOBE) of next gen wearables. Collaborated with cross functional teams ( Marketing, UX Design, Research and Industrial Design) to identify gaps and proposed studies to develop improved solutions.
- Contributed to the development of an ethnographic research plan for wearables. Collaborated with design and research teams to define questions, determine target participants, identify appropriate methods and establish a project timeline. Presented the research plan to key stakeholders.
- Planned and conducted an exploratory study on wearable use. Analysed data and presented a summary of key findings to stakeholders.

## CO-FOUNDER AND DESIGN LEAD

### MyNewsStudio, India (June 2013 – August 2015)

MyNewsStudio was a career development application. It helped students to prepare for group discussions (GD) and personal interviews (PI) by presenting information about current affairs in easy to remember visuals. It was active in 15 colleges including top 5 B-schools in India.

- Provided creative leadership and established a user-first approach.
- Grew user base to 10k users and 500 paid users.
- Supervised three designers as direct reports.
- Executed research studies, defined features, interaction flows and product graphics.
- Developed brand identity and creative strategy for marketing campaigns.

## INDEPENDENT DESIGN CONSULTANT

### San Jose State University (January 2016- May 2016)

- Designed and developed (with wordpress) a website for SJSU College of Engineering's Center for Service Systems Engineering and Innovation.

### Elysium Labs, India (June 2015 – August 2015)

- Developed information architecture, task flow maps, wireframes and high fidelity visual design mockups for a professional networking platform.

### Course Garage, India (December 2012 – April 2013)

- Conducted semi-structured user interviews, developed personas, defined information architecture and designed wireframes. Established a brand language through identity design and illustrations.

# NISHTHA MEHROTRA

#### Website

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## EDUCATION

### MS, HUMAN FACTORS/ ERGONOMICS

San Jose State University,  
California, USA  
2015-2017

### M.DESIGN, VISUAL COMMUNICATION

Indian Institute Of Technology,  
Guwahati, India  
2011-2013

### B.DESIGN, ACCESSORY DESIGN

National Institute Of Fashion  
Technology, Gandhinagar, India  
2006-2010

## SKILLS

### Competencies.

Information architecture, experience flows, persona development, journey maps, wireframing, low fidelity mockups, high fidelity visual design, interactive prototyping, heuristic evaluation, user research studies.

### Tools.

Sketch, Invision, Axure, Photoshop, InDesign, Illustrator, Aftereffects, basics of HTML and CSS, Morae, Mixpanel, Hotjar.