

nishita aswani

Product Designer

EXPERIENCE

EveryMundo Travel Marketing Software Startup | B2B SaaS

Product Designer, Lead • Sep 2020- Current

- Strategized with big-picture thinking to break down open-ended/moving target problems into scoped out and iterative solutions
- Spearheaded ideation sessions and tools in order to successfully get more voices and feedback involved in the design
- Evangelized UX concepts and pioneered a shift from a decentralized agency style to hybrid, integrated product teams
- Recruited and managed new design hires ensuring a positive and flexible design team culture

UX/UI Designer • Apr 2019- Sep 2020

- Executed product implementations while promoting design consistency of our products and aligning with client brand guidelines
- Applied systems thinking in reusing and scaling our design library into a design system product initiative
- Collaborated with cross functional teams within product constraints to ideate realistic digital solutions
- Utilized UX tools and outputs in an agile way reflecting projects and scope

Wyncode Technology Education

UX/UI Designer, Contract • Mar 2019- Mar 2020

- Conducted user research workshops, surveys, and interviews to define the needs, opportunities, and architecture of the Wyncode.co website redesign
- Designed, tested, and adapted wireframes/mockups for responsive web working directly with developers and product owner

Freelance Installation Art, Graphic Design, Photography

Creative Assistant • Oct 2018- Feb 2019

- Worked alongside and produced for architectural designer - Jeanne Canto
- 3D installation for Diesel event | Miami
 - Graphic design for Raw Pop Up Art Basel event | Miami
- Assisted with styling and set up for interior photographer - Kris Tamburello
- Magazine spread shoot of high-end residential properties

ADDITIONAL EXPERIENCE

LYNK Studio Co-Founder, Creative Director Aug 2016- Jan 2020

Suzanne Guasch Designs Interior Designer Sep 2016- Jan 2017

Menin Hospitality Project Coordinator Intern Jun 2016- Aug 2016

Shop Miami Style Graphic Designer Oct 2014- Dec 2015

EDUCATION

Wyncode Immersive UXUI Design Bootcamp

Certificate • Jan 2019- Mar 2019

10 Week Immersive Program that follows a framework integrated from Lean UX (Agile) and IBM Design Thinking - applied and reviewed through 3 major case study projects.

Florida International University School of Architecture and Design

Masters of Interior Architecture • Jan 2013 - May 2018

Accelerated 5-Year Masters program starting with a core in architectural studies like space, structures and functions and later specializing in Interiors - concept development, programming, space planning, specifications, and documentation- in a final graduate thesis project.

PORTFOLIO

- www.nishitaaswani.com

TOOLS

Sketch

Figma

Miro

Abstract, Invision, Zeplin

Adobe: XD, Photoshop, Illustrator

Revit, AutoCAD

SKILLS

Curious, iterative and strategic problem solver

Strong communicator

Self-starter / Self-motivated

Process and system thinker

User research and personas

User flows, journeys, diagramming

Wireframes and experimentation

Detail-driven mockups and prototypes

Design Systems

Documenting states and use cases

Comprehension of HTML/CSS

Collaborating cross-functionally

ABOUT

I'm a UX generalist working towards becoming T shape designer who specializes in Interaction Design. I have experience working in the startup space - growing a team and scaling design processes and systems.

With a background in architecture & interiors, I found my way into digital experiences because of my passion for highly adaptive and iterative designing.