NISHANTH ARYA
LEAD PRODUCT DESIGNER

My passion is to explore the relationships between art and design with a fresh & innovative approach.

EXPERIENCE | **13 YEARS**

PERSONAL INFORMATION

I translate these refined outcomes to visual identities and engaging graphics by pushing the limits of abstract storytelling. The images reject the traditional boundaries and explore new ways of experiencing visual imagery. I offer the opportunity to incorporate artistic results and data driven designs which hold a deep sense of aesthetics a personalised approach towards compositions and a personal touch that is experienced as exclusive and with deeper meaning.

📞 888-419-2792

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✉️ nishantharyans@ gmail.com

WORK EXPERIENCE

asper
a fractal company
UX DESIGN LEAD
AUG 2022 - PRESENT

DØLL
PRODUCT DESIGNER
SEP 2017 - JUL 2022

[24]7.ai
SR.VISUAL DESIGNER
DEC 2016 - SEP 2017

babyoye
by Mahindra
PRINCI AL DESIGNER
NOV 2014 - NOV 2016

STYLETAG.com
PRINCIPAL DESIGNER
APR 2012 - OCT 2014

YELL ADWORKS
GRAPHIC DESIGNER
APR 2010 - APR 2012

SKILLS

RESEARCH	★★★★
VISUAL DESIGN	★★★★★
PROTOTYPING	★★★★
SKETCHING	★★★
CODING	★★

HOBBIES

PLAYING BADMINTON,CRICKET, READING, TREKKING & CAMPING, BIKING & MORE..

EDUCATION

BFA
BACHELOR OF FINE ART
KSOU UNIVERSITY
— A GRADE

MVA
MASTER OF VISUAL ART
KSOU UNIVERSITY
— A GRADE

Bsc VC
BSC VISUAL COMMUNICATION
MADURAI KAMARAJ UNIVERSITY
— A GRADE

CERTIFICATION

CUA
HUMAN FACTORS INTERNATIONAL
CERTIFIED USABILITY ANALYST

f www.facebook.com/nishantharyans

Bē www.behance.net/nishantharya

in www.linkedin.com/in/nishanth-arya-n-s-41717915

References : Can be made available upon request

WORK DETAILS

asper
a fractal company

UX DESIGN LEAD
AUG 2022 - PRESENT

Asper unlocks revenue growth for customers through a purpose-built AI to enable interconnected decisions. We understand the challenges companies face in making decisions at speed and scale. With the right mix of talent and technology.

Responsibilities:
- Bring in problem solving abilities as UX Researcher - UX Designer - UI Designer - UX testing
- Identify gaps in user experience in on going products and scout for features that can add tangiable value to the product.
- Creating project plans, tshirt shizing of design tasks, coordinating work with internal clients such as engineering
- Create user-centered designs by understanding business requirements, and user feedback
- Work with Jr.designers on team to monitor and ensure development of consistent user experience across areas of the product
- Detailed wireframes, sketches, storyboards, sitemaps, userflows, task flow, prototypes, presentations and other product deliverables to effectively communicate designs and product requirements to internal clients
- Focus on delivering UX value on products and meet business requirements, this is to be achieved by participating more in discovery exercises with Product team and clients
- Undertake end-to-end responsibilities on projects and must be able to operate without any supervision by seniors.
- Bring Ideas to the table on how to envision products and thier UX.

DELL

PRODUCT DESIGNER
SEP 2017 - JUL 2022

We connect human insights, business, and technology to design the simplest experiences that empower our customers and move Dell Technologies forward.

- Working Dell Rewards program which involves redesigned whole experience to points.
- Working on AI/ML projects which involves hight data-driven designs
- Worked on Alienware Gaming team on the customer landing pages
- SDFC (Sandbox Tool) worked on the research and development of the SFDC landing page for customers.
- Worked on the Mobile app for the sales rep which is called as SALESAID
- Developed, conducted user research and testing to validate the user-centered design.
- Performed audit on design and collaborate with Product Owners, stakeholders, and multidisciplinary teams
- Conducted usability tests to improve UX into Dell.com, Sales applications, Dell Finance, Order Fulfillment applications.
- Owned and executed the entire Product as assigned and provided solutions and optimized the complex interfaces keeping business goals intact.
- Developed Prototypes on Adobe XD, Figma, Web flow worked on Responsive Web and Mobile Applications.
- Pioneered the use of A/B split testing, conducting UX shares/review meetings among team members on new features and UX solutions.

HONORS & AWARDS

PAT ON BACK	SHOUT OUT	INNOVATION	RESULTS
Issued by Rajesh · Jun 2010	Issued by Steve·Sep 2018	Issued by Vikas· Oct 2018	Issued by Paul· July 2019
JARVIS LAUNCH	**UNIFIED SELF SERVICE**	**WINNING TOGETHER**	**BRAVO AWARD**
Issued by Dinesh · Aug 2020	Issued by Anny· Oct 2020	Issued by Paul· Sep 2021	Issued by Vikas· Dec 2021

PATENT

Predicting Burn Failure in Firmware Burning Process
IN Dell Ref. 119656.01 , RML File No. 4414-1921\ · Filed Jan 1, 2021