

NAGENDRA. D

Product Designer, UX, IxD



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Employment History

- **Senior Product Designer at Yara International, Bengaluru**
September 2022 - Present
 - Translated user feedback and data analysis into actionable design requirements. Increased user satisfaction by iteratively improving key user flows of 'Atfarm' product.
 - Proactively contributed to product strategy discussions, advocating for user needs and design considerations, and influencing the product roadmap.
 - Lead the exploration and prototyping of new design concepts and refined the experience into every stage of the design lifecycle.
 - Facilitate effective collaboration between design, engineering, product management, and other stakeholders.
- **Lead Designer at Movius Corp, Bengaluru**
May 2016 - August 2022
 - Defined the Design Vision, Strategy and Principles that serve as the foundation for the fully-reimagined Movius product portfolio.
 - Responsible for user experience of Movius products MultiLine for Desktop (slated \$4 million USD), MultiLine Mobile App (4.8 million USD) and MultiLine for Salesforce (2.8 million USD).
 - Lead user experience team of 2 members, mentoring and training them to define UX for Movius products.
- **UX Designer at Flipkart Internet Pvt Ltd, Bengaluru**
October 2014 - February 2016
 - Revamped the Payments dashboard for Sellers - Clear and increased visibility of payment transactions.
 - Redesigned the Onboarding & Profile Management process for Seller account.
 - Conducted Contextual enquiry, Usability testing and Card sorting activities to understand seller's mental model, pain points and obstacles facing using the sellers portal.
- **Consultant - UX, UI at Unisys Global Software, Bengaluru**
April 2014 - September 2014
- **Senior Engineer - UX, UI at Lukup Media Pvt Ltd, Bengaluru**
April 2010 - March 2014
- **UI Designer at Corpus Software, Bengaluru**
June 2007 - November 2009

Skills

User Research and Analysis
Requirements Elicitation
Information Architecture
Interaction Design
Usability & A/B Testing
Prototyping
Wire framing
Visual Design
Heuristic Evaluation

Courses

Human Factors International (HFI)
CUA - Certified Usability Analyst
#2013 - 4496

Interaction Design Foundation (IDF)
Human - Computer Interaction
Mobile User Experience Design
Design Thinking
Psychology of Interaction Design

Linkedin Learning

Design Thinking
User Experience Researcher
Remote Research
Card Sorting

Soft Skills

Figma
Miro
Sketch
Invision
Adobe Photoshop
Adobe Illustrator
Zeplin

Education

Mechanical Engineering
Acharya Patashala Polytechnic
Bangalore