

Apoorva Nagesh

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Summary

Product Designer with 4 years of experience in end-to-end digital product design, specializing in AI-driven interfaces and robust design systems. Skilled in user research, usability testing, and prototyping in Figma, collaborating closely with product and engineering teams. Led a design system overhaul that improved consistency by 30% and integrated generative AI features to enhance user workflows.

SKILLS

- **Research and Evaluation Methods:** User Interview, User Research, User Personas, A/B Testing, Contextual Inquiry, Competitive Analysis, Empathy Mapping, Cognitive Walkthrough, Heuristic Evaluation, Affinity Diagramming, Customer Experience
- **Design Methods:** Ideation, Storyboarding, Wireframing, Sketching, Rapid Prototyping, Interaction Design, Design Systems
- **Design Tools:** Figma, Sketch Adobe XD, Balsamiq, Miro, Mural, Jira
- **Technologies:** HTML, CSS, JavaScript, SQL, React
- **Professional Attributes:** Collaboration With Engineers, Curiosity About Technical Implementation, Experience In EdTech

EXPERIENCE

Cox Automotive

Jul 2023 - Present

UX Designer II

USA

- Conducted user research and integrated AI-powered features into Cox Automotive's Retail360 platform, accelerating deal-building workflows by 30%. Introduced intelligent suggestions, smart autofill, and predictive task flows to elevate user efficiency, reduce friction, and drive adoption across sales teams.
- Led UX design collaborations with engineers and product teams for high-impact projects, contributing to a 35% boost in team delivery speed and design quality
- Led a team of 3 senior designers to execute a design system overhaul, increasing consistency by 30% and reducing interface errors by 20%
- Served as SME for the consumer-facing design system, driving a 40% improvement in usability and scalability across digital products
- Designed mobile web UI prototypes in Figma for GEN AI integration, increasing customer satisfaction by 20%, and driving a 30% increase in dealership profits
- Created an AI-powered financial calculator in our Dealer Centric app, streamlining negotiations and improving deal clarity, resulting in a 25% boost in efficiency and a 15% reduction in time to finalize deals
- Migrated design system library from Sketch to Figma, exploring technical implementation details to align design tokens with CSS and React, improving collaboration efficiency by 40% and reducing iteration time by 25%
- Mentored and onboarded junior designers, enhancing team productivity by 35% and elevating design maturity across departments
- Delivered multiple projects concurrently with 40% faster turnaround while maintaining quality and strategic alignment
- Conducted a heuristic evaluation of the design system documentation, identifying key gaps and driving a 30% boost in clarity and a 20% reduction in designer ramp-up time through targeted recommendations

Comet Lab

Jan 2022 - May 2023

UX Designer

IUI, USA

- Promoted to Design Director, leading a 70+ member team and delivering 5+ products on time.
- Associated with Johns Hopkins University to design and scale a community health program, boosting community engagement by 80% and improving health outcomes by 75%
- Conducted usability and A/B testing of SAVI website, enhancing user engagement by 25% and increasing website traffic by 40%

Axxess Technology Solutions

Aug 2022 - Dec 2022

UX/UI Designer

USA

- Redesigned the 'Employee Support Application' UI using wireframing and interaction design principles, increasing operational efficiency by 200% and user engagement by 45%
- Streamlined workflows in healthcare management systems for 70+ agencies, reducing user errors by 30% and driving a 40% increase in adoption

Stanley Security**Aug 2022 - May 2023***Product Design Apprentice**USA*

- Introduced chat and image-sharing to Customer Service Portal, boosting customer satisfaction by 38% and cutting call resolution time by 40%

Accenture**Nov 2020 - Jul 2021***Application Development Associate**India*

- Developed a rewards planning platform by collaborating with ux designers that increased employee engagement by 20% and retention by 15%

EDUCATION**Indiana University Indianapolis (IUI), USA****2021 - 2023***M.S., Human Computer Interaction***Visvesvaraya Technological University, India****2016 - 2020***B.E., Computer Science*