

NISHITA MUHNOT

UX Strategist & Researcher with 9+ years of experience and a passion for creating a positive social impact.

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Bangalore, India

EDUCATION

Master of Human-Computer Interaction (HCI)

Carnegie Mellon University, USA
(+ capstone project with Expedia)

4.02/4.33 | 2012 - 2013

B.E Information Science

RV College of Engineering, India

Distinction | 2006 - 2010

SKILLS

User Research

User Interviews | Contextual Inquiry
Diary Study | Card Sorting | Surveys
User Profiles | Concept/Usability Testing
Heuristic Evaluation | Business metrics

Design

Workshop Facilitation | Journey Maps
Problem Definition | Ideation | Timelines
Experience Strategy | Design Principles
User flows | Prototyping | Design System
Accessibility | Localization | Figma

Certificates

Microsoft Accessibility in Action

Languages

English | Hindi | French

AWARDS

Microsoft Customer Obsession (internal)

INTERESTS

Eco-living | Mindfulness | Travel

WORK EXPERIENCE

Zalando, Senior Designer | Berlin, Germany, Sept'21 – Aug'23

Fashion e-commerce. Conducted user interviews, stakeholder workshops and worked on experiences such as product discovery, checkout, delivery for Zalando Lounge in 17 markets.

Worked on a circularity diary study to understand the use of clothes, care, purchases, disposal and attitude-behaviour gap.

Microsoft, Designer II | Hyderabad, India, Sept'19 - June'21

Designed for Edge, the new browser. Led design sprints and helped define the vision for education on the browser. Worked on experiences such as Immersive Reader, Citations, Surface Tablet, Edge+Teams, etc. Mentored junior designers.

Coached and led the adoption of an accessibility spec for the design team. Won the business unit's customer obsession award for reducing accessibility bugs by 50%.

Local chapter lead for Microsoft's sustainability community.

BuzzOnEarth, Design Consultant | Bangalore, India, Sep'18-July'19

Eco start-up. Did user research, design and branding for a sustainable shopping mobile app that rates products on multiple environmental and health factors.

Jocata, Design Lead | Bangalore, India, Jan'18 - Jan'19

Fintech start-up. Led a team of 2 for the design of consumer and enterprise loan lending applications (mobile, web) for clients such as American Express, Tata Capital and Bill Desk.

Set up the design department- established processes, recruited designers and built a design thinking culture.

IBM, UX Designer | Austin, USA, July'16 - Dec'17

Designed the data preparation experience for Watson Data Platform such as data summary view, operations, new user experience, etc. Recruited users and led usability tests.

1stdibs, Interaction Designer | New York, USA, Sept'13 - July'14

E-commerce for antiques. Designed the experience for dealers to manage inventory, payments and interact with customers. Led the generative research for a new strategy to target interior designers. Faced visa issues and a car accident.

Microsoft, Support Engineer | Bangalore, India, July'10 - June'11