

Nidhi Lohokare

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SUMMARY

Senior Product and UX/UI Designer with **4+ years** of experience on data-heavy enterprise products. My background in industrial design shaped how I approach complex systems; I am less interested in making screens look clean than in making sure the right information reaches the right person at the right moment. Consistent track record shipping accessible, research-validated design in close partnership with engineering and product, on products where the complexity is real and the stakes for getting it wrong are high.

TECHNICAL SKILLS

- **Design and Prototyping:** Figma, Adobe XD, Axure RP, Protopie, Rive; wireframing, interaction design, scalable component libraries, design tokens, information architecture
- **Research:** User interviews, usability testing, A/B testing, heuristic evaluation, journey mapping, card sorting, thematic analysis, Dovetail AI, Optimal Workshop
- **Accessibility and Analytics:** WCAG 2.1, Axe DevTools, Hotjar, Google Analytics, Power BI; Material UI, Tailwind CSS
- **Collaboration:** Jira, Confluence, Zeplin, Notion, Slack; Agile and Scrum environments

PROFESSIONAL EXPERIENCE

Senior Product Designer | [Calimontex \(Client: Deloitte\)](#), Hybrid / Remote Feb 2026 - Present

- The core product is an enterprise operations dashboard where analysts surface critical signals from thousands of daily data points. Rebuilt the information architecture from the ground up, eliminating unnecessary navigation depth that was adding friction to every analyst workflow.
- Runs mixed-methods user research including A/B testing and Dovetail AI thematic analysis; findings from a head-to-head navigation test became the cross-platform interaction standard adopted across all product workstreams.
- Produces annotated Figma specs built on shared design tokens so developers can implement components without async clarification; handoff friction dropped measurably after the first sprint cycle.

Lead UI/UX Designer | [Endeavour Technologies](#), New Jersey, NJ Aug 2024 - Aug 2025

- Identified a single poorly structured workflow causing logistics coordinators to spend 40% of their shift switching screens; redesigned it using human-centered design principles and task-flow analytics confirmed a 30% improvement in workflow completion after launch.
- Rebuilt the enterprise reporting dashboard with Figma and Material UI; two rounds of usability testing with eight participants validated a 25% improvement in task completion.
- **Design systems:** built a 60-component library with design tokens and usage documentation. Design-to-engineering rework dropped 35%, tracked across four sprint retrospectives.
- Facilitated a two-day cross-functional design sprint after a major client escalation; the session brought together product, engineering, and operations to reprioritize the backlog, and the team shipped on schedule the following quarter.

Lead UX Designer (Volunteer) | [Virufy, Non-Profit Healthcare](#), Remote Feb 2025 - Present

- Virufy's mobile screening app serves users in low-resource settings where health literacy varies widely; accessibility was a clinical requirement, not a compliance checkbox.
- Ran 30 moderated usability tests across three prototype iterations. Thematic analysis identified a consistent drop-off at the informed consent screen; a plain-language rewrite raised task completion through that step 28%.
- Partnered with clinical and engineering teams to ship six accessibility improvements in two months, prioritizing screen-reader compatibility and WCAG-compliant contrast for outdoor use.

Graduate Assistant, UX/UI Design | [New York Institute of Technology](#), New York, NY Jan 2024 - Jul 2024

- Card sorting with 15 students revealed the advising platform's navigation mirrored the university org chart, not how students think about their academic journey. Restructuring the information architecture around outcomes improved task completion 30% and navigation efficiency 40%.
- Built a cross-platform design system for the advising product suite, establishing shared components and spacing rules that let three teams work from a single source of truth; also introduced design thinking workshops for undergraduates, several of whom applied the frameworks in their capstone projects.

UX/UI Designer | [SureView Instruments](#), Mumbai, India Aug 2022 - Aug 2023

- Designed B2B SaaS dashboards for industrial shift supervisors who needed to identify anomalies and act within seconds; moderated usability testing confirmed a 30% improvement in core task success.
- Conducted a full WCAG 2.1 accessibility audit, identified 23 failures, and worked with engineering to remediate every one; this opened the platform to enterprise clients with mandatory accessibility procurement standards.

KEY PROJECTS

Coursera: Collaborative Learning Hub Redesign

- Learner isolation was the core problem: Coursera's structure optimized for passive consumption and made it genuinely hard to find peers on the same material. Redesigned the course navigation to surface peer activity contextually rather than routing users to a separate community feature.
- Ran competitive audit across four platforms, 12 user interviews, and three rounds of usability testing. Simulated peer-engagement rate improved 40% between first and final prototype. Full case study at nidhilohokare.com.

EDUCATION

M.S. in UX/UI Design and Development | [New York Institute of Technology](#), New York, NY 2023 - 2024

B.Des. in Industrial Design | [MIT Institute of Design](#), Pune, India 2018 - 2022