Nisanth Rajavelu

Product Designer

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Rockville, Maryland

Experience

UX Design Intern • Kythera Space Solutions • June 2021 - Present

- Led the design efforts collaborating with a cross-functional team and re-imagined an innovative web product that automates the optimization process for SATCOM services.
- Set up a new design system for 3 products to ensure consistent visual language.
- Designed 50+ high-fidelity mockups to demonstrate UX design principles and drive design decisions.
- Crafted 10+ UI animations to market the product to customers.

Academic Projects

Mad Music • UX Design • Jan 2021 - April 2021

- Re-imagined a mobile app that solves the major usability issues improving the user experience while listening to music.
- Performed 6 remote interviews, cognitive walkthroughs and competitive analysis to gather qualitative data.
- Designed user flows, user stories, user personas, journey mapping to empathize with the user and take a user-centered approach to solve problems.
- Iteratively designed low fidelity to high fidelity prototypes for mobile and watch UI platforms.
- Crafted 6 UI animations for every user flow using After Effects.

Pawfinder 2.0 • Masters Project • Jan 2022 - May 2022

- Innovated a mobile application to bring a cultural change in enhancing the adoption rates of Indie dogs in India.
- Conducted 12 in-depth interviews with dog adopters, animal activists, and shelter managers to gather qualitative data.
- Performed thematic analysis based on the data from user interviews to create themes that lead to insights.
- Iteratively designed 20+ high-fidelity mockups and created an interactive prototype.

Newpath Learning • Usability Evaluation • Jan 2020 - April 2020

- Conducted usability testing for an e-learning company on their website that reduced the bounce rate by 35%.
- Performed heuristic evaluation to identify 40+ usability issues and delivered a report based on severity.
- Conducted 5 1-hour online think-aloud sessions to identify major usability issues and provided design suggestions.

Education

Master's - Human-Computer Interaction
Rochester Institute of Technology, Rochester, NY
Aug 2019 - May 2022 • GPA: 3.8

Bachelor's - Information Technology
Anna University, Chennai, India
Jul 2015 - June 2019

Skills

Design

Wireframing, High-Fidelity Prototyping, Interaction Design, Visual Design, Persona Building, Storyboarding, Design Systems.

Research

User Interviews, Contextual Inquiry, Heuristic Evaluation, Survey Design, Affinity Diagram, Usability Testing, Ethnographic Analysis, Statistical Analysis, Literature Review, Competetive Analysis.

Tools

Figma, Adobe XD, Sketch, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Principle, Invision, Miro.

Awards

Spot Award on Design Excellence
Kythera Space Solutions • 2021

Outstanding Student Co-ordinator
Dance Team • Anna University
2017 & 2018