



Nina Krishnan

www.ninakrishnan.design

Product Designer with 6+ years of experience in fast-paced startup environments. Passionate about building products with social impact and 0-to-1 product development.



CONTACT

ninakrish@gmail.com

510.303.5452

SPEAKING

Utopia for Designers

Interaction Week 2021 (IxDA)

Design as a Driver for Social Change

Google x UX South Bay

Women Talk Design x Ladies that UX

Continued Collision of Digital & Fintech

NextMoney Southeast

TOOLS

Figma	Zeplin
Sketch	Webflow
Adobe XD	Invision
Framer	Miro

SKILLS

User Research
Interaction Design
Rapid Prototyping
Equity-Centered Design
Visual Design
Design Systems
Branding
Content Strategy
0-1 Product Development

EXPERIENCE

Founding Product Designer — Edquity

Nov 2017 - Present / New York City

As first design hire, led ground up design of B2B2C native mobile app that generates \$5M ARR with 300,000+ users. Launched and scaled Uplift, Edquity's first design system. Led research, design, and testing of algorithm-based emergency cash assistance tool which disbursed \$250M to 100,000+ users since launching. In addition to core design responsibilities, played a key role in defining design strategy, managing roadmap and backlog, implementing scalable processes, developing design infrastructure, and growing design team from 1-to-4.

Senior Product Designer — LendTech

Dec 2016 - Nov 2017 / San Francisco, CA

Hybrid role with end-to-end design ownership of core features in a digital lending enterprise SaaS product. Led user research, prototyping, and design of customer dashboard, real-time messaging channel, and loan application module. Developed early visual direction and delivered unified set of guidelines, toolkits, and accessible components across mobile, tablet, and web applications.

UX Designer — Freelance

June 2016 - Dec 2016 / San Francisco, CA

Collaborated with 3 beta-stage HealthTech startups to re-design the onboarding, navigation, and gamification experience. Created clickable prototypes, ran research synthesis sessions, and led remote and in-person usability testing sessions.

IoT Data Visualization Designer — Cisco Systems

June 2015 - May 2016 / San Francisco, CA

Synthesized and organized data into insightful presentations and Tableau visualizations to drive key business decisions across Internet of Things (IoT) products. Led design of Metasys Security at a Glance, a tablet-based GUI reference guide to enhance technician's awareness of cyber security and troubleshoot issues with IT Department.