Nina Krishnan

www.ninakrishnan.design

Product Designer with 7 years of experience building and scaling disruptive technology & startup MVPs.

CONTACT

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SPEAKING

Utopia for Designers
Interaction Week 2021 (IxDA)

Design as a Driver for Change
Google x UX South Bay
Women Talk Design x Ladies that UX

The Collision of Digital & Fintech
NextMoney Southeast

SKILLS

User Research
0-1 Product Development
Interaction Design
Systems-Thinking
Rapid Prototyping
Equity-Centered Design
UX Workshops
Visual Design
Design Systems

TOOLS

Figma	Zeplin
Sketch	Webflow
Adobe XD	Invision
Framer	Miro

EXPERIENCE

Design Consultant — Contract
Dec 2021 - Present / New York, NY

MetLife: Leading UX, visual, and brand strategy for end-to-end redesign of MetLife Broker experience.
NomadHealth: Leading research, design, and strategy for new in-product messaging channel.

Founding Product Designer — Edquity
Nov 2017 - Oct 2021 / New York, NY

As first design hire, led ground-up web and mobile design for flagship B2B2C platform that generates $7M ARR with 300,000 users. Owned ideation through launch of algorithm-based cash assistance technology that has distributed $140M to 150,000+ users to date. Launched Uplift, Edquity's first design system. Played key role in defining design strategy, managing roadmap and backlog, implementing scalable processes, and growing 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 of enterprise digital lending software. Led research, design, and testing 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.

UX Designer — Contract
June 2016 - Dec 2016 / San Francisco, CA

Created clickable prototypes, ran research synthesis sessions, and led remote and in-person usability testing sessions.
Ava Women: Redesigned data collection flow resulting in 22% improvement in task success rate.
SolvHealth: Redesigned patient booking flow resulting in 15% decrease in user error rate.

IoT Data Vizualization 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.