Nithya R

Product Strategist | UX Specialist | Tech Geek

> Design-Driven with a proven track record in user experience (UX) design. I leverage my deep understanding of user needs and user journeys to translate them into strategic product that drive growth and user engagement. My roots in engineering equips me with analytical thinking and a logical approach, allowing me to merge design thinking with strategic planning to deliver impactful and user-centric solutions.

Contact

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EDUCATION

2021
Global MBA
EDHEC (Sep 2023 - Jun 2024)
Avg: 83%

2017
Bachelor of Engineering (Engineering Product Development)
Singapore University of Technology and Design (May 2014 - Sept 2017)
GPA: 3.75

WORK EXPERIENCE

2023
PlugnPlay Tech Center
University Program Participant (Oct 2023 - May 2024)

- Evaluated over 500 startup pitches in terms of Team, Technology, Market Value, Competition, Value Proposition and Social Impact
- Analysing start-ups from a wide breadth of topics: SmartTech (Process Improvement, Robotics, IoT), HealthTech (Protein building, Healthcare operations efficiency)
- Sourcing Start-Ups and creating proposals for the consideration of PlugnPlay
- Research of the industry trends, future trends and the problems highlighted by the startup to ensure their validity

2022
Independent Consultant
UX Designer (Aug 2022 - Aug 2023)

- Acquiring clients through pitching/bidding process, preparing the pitches in short time of three days
- Client management through negotiating the scope of the UX designer and ensuring alignment in the project

2021
Aleph Labs
UIUX Designer (Dec 2021 - Jul 2022)

- Created 4 features over 4 sprint cycles by interpreting User needs, translating them into UX requirements creating personas storyboards for corporate banking mobile applications
- Building up from the user stories into wire-framing and rapid prototyping for discussions with stakeholders (Product Owner) within each sprint weeks.
- Communication with various parties ensures a smooth handover from Design to Development.
- Crafting 20 Guidelines for Design System components (tags, buttons, etc) for usage by the developers and the designers

2020
ResMed Asia Pte Ltd
Product /Design Engineer (Feb 2018 - May 2021)

- Initiated root cause analysis and risk analysis to investigate Production failures and ensure quality standards are met.
- Tasked to work with cross-functional teams to reduce the cost of headgear production by 3 million dollars/year. I was responsible in conducting relevant studies that drive design directions, Pre/post testing, verification, and validation of the proposed design of the products to ensure they meet the necessary requirements and specifications under anticipated usage scenarios and operating conditions
- Qualification and Validation of 1 new tools - plastic thermoforming tool, 1 new suppliers (Heat Transfer label), and 1 tool site transfers (WeiMei Site transfer)
- Decreased the COGS and reduced wastage of plastics by introducing more compact packaging specifications
- Involved in 3 Global MDSAP Audits - working global teams in Malaysia and Australia

RELATED PROJECTS

- **Aroma-Zone Mobile Launch - MBA Final Project**
  - Conducted in-depth user research through interviews, NPS data analysis, and social media sentiment tracking, identifying key customer needs and pain points, which guided the development of new applications.
  - Executed comprehensive competitive and comparative analysis of six leading mobile applications within the beauty e-commerce sector, identifying market gaps and opportunities.
  - Spearheaded customer journey mapping, persona building, and brainstorming workshops, leading to the creation of a user-centric mobile application.
  - Designed detailed high-fidelity Figma mockups, illustrating the ideal user interface and experience. Developed financial projections estimating $4 million in revenue, based on projected user adoption and engagement metrics.

- **Grab - A case study**
  - Conducted UX analysis to identify Grab's areas for improvement in maintaining consumer relevance and desirability.
  - Performed user research to gather data, validate hypotheses, and develop potential solutions.
  - Utilized a priority matrix to select the most impactful solutions.

- **at6degrees - GA Client Project**
  - Led team in designing B2B website to enhance business partner interactions, ensuring project completion within timeline.
  - Identified process inefficiencies and proposed solutions.
  - Conducted user research, synthesised findings, and created high fidelity prototypes (Figma)

SKILLS

- Computer Skills: Proficient in Microsoft Office, Figma, SolidWorks, Creo, Adobe Photoshop/illustrator, Trello, Notion, Miro
- Product Management: Road mapping, OKRs & KPIs, Agile Methodology, User Stories, Epic Creation
- UX/UI Design: Wire framing, Rapid Prototyping, User Research, Design Methodology/Strategy
- Technical Expertise: Engineering Principles, Product Design, Risk Analysis

ACHIEVEMENTS AND CERTIFICATIONS

2021 UX Design Immersive (General Assembly)

2020 Certified Scrum Product Owner

INTERESTS & HOBBIES

- **Tech Enthusiast**
  - Constantly updated and trying out new technologies, latest applications, gadgets
  - Electrically re-wired my own home into Smart Home with over 5+ devices without using the commercial products

- **Volunteer - Cat Shelter**
  - Provided care over 10 neonatal kittens and 20 cats at the Kitten Sanctuary
  - Was in-charge of introducing the cats and cat handling measures to the visitors