

Het Nagda

Product Designer | Visual Designer

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Professional Summary

Engineer-turned-designer with 6+ years in visual and motion design and 2+ years in UX/product design. Combines strong visual craft with systems thinking to deliver high-performing digital experiences, driving measurable results through A/B testing, data insights, and rapid iteration — from boosting Adidas e-commerce CTR by 12% to doubling patient adherence in healthcare.

Work Experience

Product Design Intern

July 2024 – September 2024

TeddyBot (now Amulet AI)

New York, US

- Repositioned TeddyBot to Amulet by shifting from plush toy to tabletop device and refining voice-first flows; ran 12 moderated in-home validation sessions with older adults and caregivers, increasing perceived usefulness by 40%.
- Redesigned onboarding into a single-path flow, cutting setup steps by 45% and time-to-first-success by 34%.

Visual Designer

December 2020 – July 2023

Oliver+ (Adidas Account)

London, UK

- Launched 500+ adaptive assets in 13 languages for Adidas global campaigns, reaching 100K+ impressions.
- Increased e-commerce CTR by 12% after A/B testing image styles across 3 markets, aligning winning variant with global drops.
- Cut design production time by 30% by creating modular templates and contributing to a global design system.
- Onboarded 10+ designers to automation workflows, improving delivery speed and reducing design-to-dev turnaround.

Graphic and Motion Designer

July 2019 – December 2020

Jack In The Box Worldwide

Mumbai, IND

- Collaborated with engineers to ship a photo-based skin analysis tool for a beauty brand, recommending products by skin type.
- Partnered with marketing to design re-engagement campaigns, lifting returning user sessions by 18% through product pairings.
- Led visuals and motion design for 3 app launches, producing store assets, ads, and in-app animations driving 1M+ downloads.

Projects

Solmate (Thesis Project)

September 2024 – May 2025

- Drove 7 interviews, 2 expert chats, and audits to uncover unclear billing, complex signup, and trust gaps in community solar.
- Led end-to-end design for a 0→1 renter-first solar app; through 3 rounds of usability testing, cut sign-up time by 58%.
- Increased user understanding by 50% and achieved a 9/10 trust rating via iterative prototyping and usability testing.

St. Joseph's Health (Sponsored Project)

September 2023 – December 2023

- Identified unclear medication instructions and poor adherence via 12 interviews with patients, clinicians, and experts.
- Doubled patient adherence by simplifying post-discharge instructions, building long-term trust in hospital digital tools.
- Achieved 80% patient preference over standard handouts; clinicians rated usability 9.5/10 for clarity and guidance.

Education

School of Visual Arts

New York, US

MFA in Interaction Design (Human-Computer Interaction)

September 2023 – May 2025

K. J. Somaiya College of Engineering

Mumbai, IND

Bachelor of Engineering – Information Technology

August 2013 – May 2017

Achievements

UX Design Awards Nominee, 2025 – For "Smart Shopping for Visual Impairments" project selected among 49 countries.

SVA Paula Rhodes Memorial Award, 2025 – For outstanding thesis, leadership, and systems-level problem solving.

Skills

Design: Product Design, UX/UI Design, Interaction Design, End-to-End Design, Visual Design, Visual Systems, Wireframing, Prototyping, Design Systems, Information Architecture, Human-Centered Design, Accessibility (WCAG 2.1 AA)

Research & Strategy: User Research, Usability Testing, Journey Mapping, A/B Testing, User Needs, Product Storytelling

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects), ProtoPie, HTML/CSS, JavaScript, React