Nikhila Nyapathy

Senior product designer with 10+ years of experience leveraging systems thinking to deliver customer and business value through impactful experiences

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EXPERIENCE

HubSpot | Senior Product Designer (Oct 2024 - Nov 2026) | Product Designer (Mar 2021 - Sep 2024)

- Increased feature activation by designing an onboarding demo mode for the HubSpot Shopify app, achieving a 45% end-to-end completion rate and 62% positive CSAT
- Scaled foundational AI interaction patterns for the HubSpot Shopify agent in partnership with the core AI team, establishing the UX behavior for contextual insights derived from connected data to deliver a cohesive AI embedded experience across the product
- Designed cross-platform patterns for HubSpot's AI assistant Breeze within Slack to streamline ecosystem-wide agentic workflows
- Led end-to-end research and design for managing participants in marketing event objects in HubSpot, translating complex user insights into a development-aligned design framework
- Drove strategic product roadmaps through multiple foundational research studies across e-commerce, marketing events, and collaboration spaces
- Scaled internal design maturity by delivering company-wide presentations (EPIC talk) on designing for agents and leading cross-functional alignment workshops for PM and engineering stakeholders

Digital Federal Credit Union | User Experience Specialist (May 2020 - Mar 2021)

- Led the redesign of the consumer and mortgage lending experience for members and prospects
- Developed the information architecture for financial education content based on data-driven insights and metrics
- Built design processes and frameworks, and evangelized for UX across the company through storytelling & collaborative workshops
- Produced detailed functional prototypes based on business & user needs

Toast, Inc | Associate Product Designer (Aug 2019 - Apr 2020)

- Influenced product roadmap and strategy by conducting discovery research and usability testing with restaurant owners and point of sale users
- Delivered end-to-end design assets from initial sketches and wireframes to high-fidelity prototypes, driving internal reviews with UX teams and collaborating with PM and engineering leads to present findings

ADP | UX Design Intern (May 2018 - Aug 2018)

- Informed design decisions by analyzing user research, moderating testing sessions, and designing a card-sort study to evaluate information architecture
- Designed complex interactions for high-fidelity prototypes and contributed scalable component specifications to the internal design system

SAP | UX Engineer (Jul 2014 - Jun 2017)

- Led a cross-functional effort to build a scalable, reusable UI to unify the user experience across internal tools, working with designers, product owners and software leads in an agile environment
- Iteratively improved the user interface through feedback received from usability testing

SKILLS

- **Design:** Prototyping & Vibe Coding (Claude, Lovable, Figma) • Systems Thinking • Interaction Design • Data Visualization • Information Architecture • Journey Mapping
- **Research:** User Interviews • Heuristic Evaluation • Usability Testing • Surveys • Affinity Diagramming
- **AI & Emerging Tech:** Agentic UX Patterns • Human-in-the-loop Workflows • Conversational UX

EDUCATION

- **Georgia Institute of Technology** | MS in Human Computer Interaction (2017 - 2019)
- **University of Wisconsin Madison** | Visiting International Student Program in Computer Science (2012)
- **SRM Institute of Science & Technology** | B.Tech in Computer Science & Engineering (2010 - 2014)