

Apoorva Nagesh

User Experience/Product Designer

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EXPERIENCE

UX Designer I | *Cox Automotive, USA*

July 2023 – Present

- Crafted end-to-end product workflows, reducing project timelines by 20% and expediting new hire onboarding by 30% through strategic architectural coherence and precise user journey mapping
- Streamlined design processes by migrating a design system library from Sketch to Figma, resulting in a 40% increase in collaboration efficiency and a 25% reduction in design iteration time
- Optimized user experience by resolving heuristic issues with call-to-action buttons, distinctly separating customer sharing and update actions, resulting in a 20% increase in task efficiency.

Product Design Apprentice | *Stanley Security, USA*

August 2022 – May 2023

- Identified root problems faced by 6M+ customers of Stanley Security, resulting in a breakthrough idea for their Customer Service Portal
- Proposed chat integration and image sharing features to optimized issue resolution during calls, resulting in a 38% increase in customer satisfaction ratings and reduced call handling time

UX/UI Designer | *Axxess Technology Solutions, USA*

August 2022 – December 2022

- Revamped UI for the company-wide 'Employee Support Application' in an agile environment by crafting a new style guide, generating a 200% boost in operational efficiency, and raising user engagement by 45%.
- Simplified the user flows of 'Home Healthcare management systems' used by 70+ healthcare agencies across the US, reducing user errors by 30% and increasing user adoption by 40%

UX/UI Designer | *Comet Lab, IUPUI, USA*

January 2022 – May 2023

- Promoted to Design Director role at this cutting-edge design and development firm housed within IUPUI to manage 70+ designers and developers and deliver 5+ products within budget and timeline constraints, resulting in successful product launches
- Associated with Johns Hopkins University schools of public health and medicine to design, translate, and scale an evidence-based community health program for older African American adults, leading to an 80% increase in community engagement and a 75% improvement in health outcomes (Google Award Research project)
- Conducted usability testing of SAVI website and implemented improvements resulting in a 40% increase in website traffic and a 25% increase in user engagement

Application Development Associate | *Accenture, India*

November 2020 – July 2021

- Collaborated with cross-functional teams to develop a rewards planning application for Accenture, resulting in a 20% increase in employee engagement and retention
- Assessed code to identify design enhancements and communicated with the design team for implementation, resulting in an improved user experience and a 15% reduction in user errors

EDUCATION

M.S. in Human Computer Interaction

2021 – 2023 (expected)

Indiana University Purdue University Indianapolis (IUPUI), USA

B.E. Computer Science

2016 - 2020

Visvesvaraya Technological University, India

SKILLS

Research and Evaluation Methods

User Interview, User Research, User Personas, A/B Testing, Contextual Inquiry, Competitive Analysis, Empathy Mapping, Cognitive Walkthrough, Heuristic Evaluation, Affinity Diagramming

Design Methods

Ideation, Storyboarding, Wireframing, Sketching, Rapid Prototyping, Interaction Design

Design Tools

Figma, Adobe XD, Balsamiq, Miro, Jira

Technologies

HTML, CSS, JavaScript, SQL

ACHIEVEMENTS

Third place among 40 students

Design Sprint - 21st century Neighborhood, IUPUI

Among the top 10 winners

AT&T Sports 5G Hackathon - Butler University