Nikith Joshua DSouza

Product Designer with 5+ years driving measurable business outcomes across B2B, B2C, SaaS, enterprise, and AI products through strategic cross-functional collaboration and user-centered design.

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WORK EXPERIENCE

Medidata Solutions — Senior Product Designer
July 2024 – July 2025 | New York City

- Reduced clinical trial build time by 75% for 2.3K+ global clients by leading the end-to-end design of an AI Edit Check Builder.
- Accelerated study startup from 3 days to ~20 minutes by designing an AI Requirement Generator that streamlined requirement gathering workflows.
- Shaped the vision for Medidata's 2026 Global Platform Library, ensuring consistency and reusability across 6 product teams.
- Defined 0–1 product strategy by leading AI workshops with 25+ stakeholders that balanced user needs and business goals.
- Enhanced clinician usability and satisfaction by resolving 45+ UX issues in Study Build, simplifying complex workflows, and improving task efficiency.

Indiana University Bloomington — User Experience Designer
Nov 2022 – May 2024 | Bloomington, Indiana

- Improved engagement for 2K+ students by redesigning and launching IU's UX Community website with streamlined navigation and accessibility.
- Accelerated decision-making by facilitating design sprints with stakeholders, translating research into prioritized design solutions.
- Optimized task flows and information architecture across IU websites, boosting completion rates for key services.

Rocket Central — Experience Designer
May 2023 – Aug 2023 | Michigan, Detroit

- Increased loan conversion rates by 23% by introducing a guided loan-matching wizard, simplifying complex decision-making for users.
- Improved experiences for 7.8M+ users by redesigning refinance and buy-a-home pages using the Rocket design system.
- Implemented targeted banners for key articles, driving an 18.2% lift in lead-to-growth conversion within the first month.
- Redesigned global navigation adopted across all high-traffic Rocket websites, improving discoverability and reducing navigation drop-offs.

Deloitte — User Experience Designer I
Aug 2021 – Jul 2022 | Bangalore, India

- Reduced hiring timelines by 30% by designing an end-to-end Hiring Analytics Dashboard, giving leadership real-time visibility into recruitment.
- Increased developer efficiency by 12% by creating a design system that ensured design consistency and reduced rework across components.
- Collaborated with a cross-disciplinary teams of 2+ product managers, a senior designer, and 15+ engineers.

Xamplay Edutech — User Experience Designer
Mar 2021 – Aug 2021 | Bangalore, India

- Boosted student engagement by 25% by reimagining leaderboard structures and gamified quiz features for 15K+ learners.
- Designed a goal-setting feature with the CTO to boost retention.

EDUCATION

Indiana University Bloomington
Master's in Human-Computer Interaction, Bloomington, Indiana
CGPA - 4.0/4.0

B.M.S. College of Engineering
Bachelor's in Computer Science and Engineering, Bangalore, India
CGPA - 8.33/10

SKILLS

Design
Interaction Design, Visual Design, Information Architecture, Journey Maps, Wireframes, Design System, Prototyping, Conceptual Design, User Journey, Information Architecture, Interactive Prototyping, Data Visualization, Design Strategy, Accessibility, and Cross-Platform Design.

Research
Affinity Mapping, User Research, Competitive Analysis, Contextual Inquiry, Empathy Mappings, Co Design Workshops, Secondary Research, Design Thinking, Usability Testing, and A/B Testing.

Design tools and coding
Figma, Adobe Creative Suite, Framer, Zeplin, Jira, Maze, Confluence, Axure, Microsoft Cloud, Python, Miro, Figjam, SQL, HTML, and CSS.

PUBLICATIONS

Challenges and Design Opportunities for Online Schooling in India

ACM Digital Library, New York, USA
Nov 2021 🔗

ACHIEVEMENTS

Presented a design poster and paper at the **India HCI conference**

First place in the **Amazon Alexa** design jam at **Design4India.**