

# Nikith Joshua DSouza

Senior Product Designer with 6+ years driving strategy-driven design that takes products from 0 to 1 and scales them to millions of users.

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## WORK EXPERIENCE

### Accolade - Senior Product Designer

Aug 2025 – Present | New York City

- Shipped **12 modules from 0 to 1** for the flagship product that closed a **\$2.1M pre-seed round**, owning end-to-end UX from research to launch.
- Drove product strategy and roadmap with the **CEO and Head of Engineering**, turning PRDs into user flows, specs, and shipped features.
- Led a team of **4 designers**, establishing the **quality bar** and critique practice that scaled design output alongside company growth.
- Built the platform from zero across **operator dashboards**, leasing apps, **voice AI**, AI agents, document repository, delinquency, and renewals.
- Deployed functional prototypes in **Vercel using Claude Code and Codex** that ran live in **client demos** and merged into production.
- Rebuilt **brand and design system** from scratch, standardizing design patterns and components adopted across web and mobile.

### Medidata (Dassault Systèmes) - Senior Product Designer

Jul 2024 – Aug 2025 | New York City

- Slashed clinical trial setup time from **12 weeks to a few days** by designing a 0-to-1 AI Edit check builder, now adopted by **23K+** clients globally.
- Facilitated framing workshops aligning **15+ stakeholders** on scope, **AI feasibility**, and design strategy under tight release timelines.
- Streamlined AI-assisted **EDC study builds** into one-click workflows now used by **3M+ users** across global clinical trials.
- Spearheaded **75+ UX fixes** in Medidata Designer with SMEs and clients, raising **client satisfaction** and clinician efficiency.
- Collaborated with a cross-functional team of **15 engineers**, business analysts, researchers, and the **Director of Design**.

### Indiana University UITS - User Experience Designer

Nov 2022 – May 2024 | Bloomington, Indiana

- Redesigned and launched the IU UX Community platform, enabling collaboration for **2,000+** students and designers across **IU schools**.
- Led cross-campus research to reshape **enterprise gateway products** for **40K+ students**, driving a scalable, unified web Information Architecture.

### Rocket Mortgage - Experience Designer

May 2023 – Aug 2023 | Detroit, Michigan

- Drove a **23% increase** in loan conversions by designing a guided wizard for first-time home buyers, used by over **7M+ monthly active users** ([Link](#))
- Boosted lead-to-growth conversion by **18%** in month one by designing in-article anchors and targeted banner placements on high-traffic articles.

### Deloitte - User Experience Designer I

Aug 2021 – Jul 2022

- Accelerated job offer rollouts **30%** by launching a **0-to-1 hiring analytics tool** that streamlined recruiter workflows end-to-end.
- Scaled an internal enterprise tool across **Deloitte USI** hiring teams, spanning candidate pipelines, automated offers, and messaging.

### Xamplay Edutech - User Experience Designer I

Apr 2021 – Aug 2021

- **Reimagined** the goal-setting feature with the CTO, used by **~30K+ students** across India preparing for competitive entrance exams.

## EDUCATION

### Indiana University Bloomington

Master's in Human-Computer Interaction, Bloomington, Indiana

### B.M.S. College of Engineering

Bachelor's in Computer Science and Engineering, Bangalore, India

## SKILLS

### Design

Product Design, Design Systems, Interaction Design, Visual Design, Prototyping, Accessibility (WCAG), Cross-Platform Design, Data Visualization, Responsive Design, User Flow & Mobile Design.

### Research

User research, User Interviews, A/B Testing, Competitive Analysis, Heuristic Evaluation, Mixed-Methods Research, Data Synthesis, Workshop Facilitation, Journey Mapping, Card Sorting, User testing, Diary Studies & Contextual Inquiry.

### Design tools and coding

Figma, Framer, Miro, FigJam, Maze, UserTesting, Pendo, Vercel, Jira, Confluence, V0, Cursor, HTML/CSS, Codex, Claude Code, Tailwind, React, JavaScript, Python & SQL.

### Strategy & Leadership

Design Strategy, Product Strategy, Roadmapping, PRDs & Product Requirements, Stakeholder Management, Cross-Functional Collaboration, Team Leadership and Design Ops.

## PUBLICATIONS

### Challenges and Design

#### Opportunities for Online Schooling

ACM Digital Library, New York, USA  
Nov 2021 [↗](#)

### Football game analysis and prediction

Springer, Singapore  
May 2021 [↗](#)