



Nikith Joshua DSouza

Over 4+ years simplifying complexity, driving business outcomes in B2B, B2C, and enterprise products through cross-functional collaboration.

WORK EXPERIENCE

Medidata Solutions — Senior Product Designer [↗](#)

July 2024 – Current | New York City

- Designed the AI Edit Check Builder to streamline requirements gathering, boosting efficiency and accuracy in clinical trial design.
- Led the redesign of targeted day settings and activity additions, cutting study build times by 18%, backed by in-depth user research.
- Audited and resolved 24+ UX issues on scheduling pages, enhancing usability for clinical trial management through user feedback and testing.
- Strategized and developed a Global Library by collaborating with three teams to create scalable design patterns and a future roadmap.

Indiana University Bloomington — User Experience Designer [↗](#)

Dec 2022 – May 2024 | Bloomington, Indiana

- Redesigned and launched the Indiana University UX community website, enhancing the experience of over 2,000 users.
- Led and analyzed user research through interviews and conducted design sprints to enhance the UX Community website.
- Refined Indiana University website information architecture and optimized user flows, which improved task completion rates.

Rocket Central — Experience Design Intern [↗](#)

May 2023 – Aug 2023 | Michigan, Detroit

- Ideated and introduced the wizard feature to match users with the best-suited loans, increasing loan conversion rates by 23%.
- Redesigned high-traffic refinance and buy-a-home pages using the Rocket design system used by over 7.8 million active users.
- Increased conversion rates by redesigning the **refinance and buy-a-home** pages and implementing a **new global navigation system**.
- Led the implementation of strategic **structuring of the learning center**, resulting in an **18% increase in lead-to-growth conversion rates**.

Deloitte — User Experience Designer I [↗](#)

Aug 2021 – Jul 2022 | Bangalore, India

- Designed an end-to-end hiring **analytics dashboard** (website), enabling leadership and recruitment teams to optimize the recruitment process.
- Created a **design system** to help ensure design coherency across the product that **increased** developer **efficiency by 20%**.
- Designed the **mobile-first version** of the project assignment tool that helped stakeholders take critical actions while working remotely.
- Collaborated with a **cross-functional** team of 2+ product managers, a senior designer, and **15+ engineers**.

Xamplay Edutech — User Experience Designer [↗](#)

Jun 2021 – Aug 2021 | Bangalore, India

- Led the design of a goal-setting feature in collaboration with the CTO, addressing a critical student engagement challenge
- Reimagined the leaderboard design, increasing user engagement by 25%, with over 15K students in India benefiting from the enhanced experience.

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EDUCATION

Indiana University Bloomington

Masters in Human-Computer Interaction, Bloomington, Indiana
CGPA - 4.0/4.0

B.M.S. College of Engineering

Bachelors in Computer Science and Engineering, Bangalore, India
CGPA - 8.33/10

SKILLS

Design

Wireframing, Prototyping, Ideation, Personas, Visual Design, Conceptual Design, User Journey, Information Architecture, Interactive Prototyping, Story Boards, Interaction Design, User Flow, Low fidelity prototypes, User-Centered Design, Data Visualization, Design System, and Cross-Platform Design

Research

Affinity Mapping, User Research, Competitive Analysis, Contextual Inquiry, Card Sorting, Surveys, Empathy Mapping, Interaction Studies, Use Cases, Secondary Research, ideation, Design Thinking, Usability Testing, A/B Testing,

Design tools and coding

Figma, Adobe XD, Framer, Zeplin, Trello, Sketch, Procreate, Python, Miro, Figjam, SQL, HTML, Photoshop, Illustrator, R Programming, Invision, 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**.