



Nikith Joshua DSouza

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WORK EXPERIENCE

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 user engagement by 15% and leading to **higher conversion rates**.
- Increased conversion rates by redesigning the **refinance and buy-a-home** pages and implementing a **new global navigation system** based on customer feedback.
- Led the implementation of strategic **structuring of the learning center**, resulting in a remarkable **18% increase in purchasing mortgages**.
- Collaborated with senior designers, product managers, and UX researchers to plan and execute the complete **product development lifecycle** of the mobile experience of rocketmortgage.com.

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

Dec 2022 – Present | Bloomington, Indiana

- Redesigned and shipped IU's **UX community website** for Indiana University Bloomington, improving the user experience that 1K+ users use.
- Led ideation and brainstorming sessions, spearheading the **generation of innovative design solutions** to enhance the UX Community.
- Articulated end-to-end design decisions in an **agile team** by communicating through high-fidelity detailed design mockups.

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

- Collaborated with the Chief Technology Officer by designing a **goal-setting feature** to solve a critical student engagement problem.
- Redesigned the leaderboard structure, which led to a **25% lift in engagement** for educational content.
- Created gamified reattempting quizzes based on market research and ideation, utilized by **15K+ students** to enhance user engagement.
- Identified UX improvements by conducting **competitor analysis** and customer feedback that **increased user engagement by 15%**.

Oracle Cerner — Network Engineer I [↗](#)

Jan 2020 – Jul 2021 | Bangalore, India

- Managed **240+ network devices** for hospitals, offered rotational 24/7 on-call support, and earned **certifications from Cisco** CCNA and ITILv4.

EDUCATION

Indiana University Bloomington

Masters in Human-Computer Interaction, Bloomington, Indiana
May 2024 | GPA - 4.0/4.0

B.M.S. College of Engineering

Bachelors in Computer Science and Engineering, Bangalore, India
Aug 2020 | CGPA - 8.33/10

SKILLS

Design

Wireframing, Prototyping, Ideation, Personas, Visual Design, Information Architecture, Interactive Prototyping, Story Boards, Conversation Design, User Flow, Work Flow Diagrams, Low fidelity prototypes, User-Centered Design, WCAG Accessibility, Data Visualization, Visual Mockups, Design Systems, Conceptual Diagrams and Cross-Platform Design.

Research

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

Design tools and coding

Figma, Adobe Creative Suite, Framer, Zeplin, Trello, Sketch, Javascript, Python, Miro, Figjam, SQL, HTML, R Programming, Tableau, Invision, and CSS.

PUBLICATIONS

Challenges and Design Opportunities for Online Schooling in India

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

ACHIEVEMENTS

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