



# NAINI BANSAL

## Product Designer

### Contact

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### Education

#### Pratt Institute

Brooklyn, NY | (2015-2020)

**Major:** Bachelor of Architecture

**Concentration:** Morphology

**Minor:** Construction Management

**Accolades:** Merit Scholarship • Student Worker of the Year Award • Dean's and President's List

#### DesignLab

November 2020 - May 2021

UXAcademy Bootcamp

### Tools

**Graphic:** Figma • FigJam • Adobe XD • Illustrator

• InDesign • Photoshop • Express • Miro

**3D:** Rhino 3D • Revit • AutoCAD • Grasshopper • VRay

**Development & Documentation:** Rhinocommon

• C# • HTML/CSS • Monday • Jira • Webflow • Google

Suite • Microsoft Office

### Skills

**Design:** Concept Sketches & Storyboarding • Market & User Research • Responsive Wireframes & Mockups

• Branding Illustrations & UI Graphics • User Interviews & Usability Tests • Drafting & 3D Modeling

**Production:** Rapid Prototyping • Production Redlines • Rendering • Presentation & Storytelling

**Collaboration:** Self Starter • Detail Oriented • Agile • Communicative • Teamwork • Design Critique

• Public Speaking • Project Management

### Leadership

**Mentor** at ADPList.org (*Present*)

**Research Assistant** at Center for Experimental Structures (CES) (2018-2020)

**Mentor** at Pratt Precollege Program (Summer 2017)

**Secretary** of South Asian Student Association (SASA) at Pratt Institute (2018-2020)

### Experiences

#### SKB Accounting | Head of Product

(June 2023 - Present) | Remote

- Lead the design and development of a mobile SaaS product, collaborating with developers, designers, and stakeholders to align user needs with business objectives.
- Driving UX/UI improvements by conducting user research, testing prototypes, and iterating designs, ensuring a user-centered approach from concept through to launch.
- Create PRDs, user storyboards, and prototypes to support agile development, navigating trade-offs to deliver meaningful user experiences.
- Mentoring 2 designers and implementing a comprehensive design system, fostering collaboration across departments and enhancing design workflows.
- Collaborating closely with cross-functional teams to identify pain points, validate design decisions, and iterate quickly to improve product engagement and retention.
- Exploring new technologies like AI to enhance user experiences, consistently pushing design boundaries while advocating for user needs.

#### Kargo | Product Designer

(April 2022 - June 2023) | Manhattan, NY

- Led design work and implementation of a design system to ensure design consistency and alignment across all Kargo products.
- Conducted user research and usability testing, iterated designs to enhance user engagement and satisfaction.
- Partnered with product managers and engineers to align design solutions with business objectives, driving product delivery from concept to launch.
- Led complex product designs for both legacy in house systems and new consumer facing MVP, combining user feedback with innovative, scalable solutions.

#### Virtual Construction Lab of Schuco | Product Designer

(January 2021 - April 2022) | Manhattan, NY

- Led design of new company website and newsletter.
- Conducted interviews with stakeholders and researching for product improvement.
- Iterated, revised, tested, and debugged product designs.
- Programmed automation of drawing set using C# language.

#### Radius360x | UX/UI Design Consultant

(September 2020 - February 2021) | Remote

- Creating logos and icons for Radius360x's SaaS application.
- Collaborating with frontend developer to create user friendly interface.
- Debugging and redlining UX solutions for developers.
- Storyboarding and producing training videos for the users.

#### Lalvani Studio | Research Assistant/Intern

(Summer 2020 & 2021) | Remote

- Studied forms and geometries discovered by Dr. Haresh Lalvani.
- Created 3D models of his concepts and ideas
- Analyzed the 3D models to further develop an understanding of the relationship between form, geometries, and architecture.
- Researched construction and pre-fabrication possibilities of these morphological forms.
- Produced a 100+ page print book to compile the research, experiments, and their final resolutions with illustrations.