Nithya Asokan
User Experience Designer

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Work Experience

SPARK NEURO / LEAD UX DESIGNER
JUN 2018 - current

I led an iterative agile UX design process & conducted design sprint workshops, user research & testing to develop concept sketches, wireframes, low & high fed prototypes & UI Pattern libraries for SPARK's proprietary testing software. I developed a dynamic & consistent brand experience across client & user touchpoints including investor relations, digital marketing & web presence.

CRESTECH SOFTWARE SYSTEMS / MARKETING MANAGER
JUN 2017 - JUN 2018

I managed the messaging, competitive differentiation and marketplace positioning of software solutions through industry research. Collaborated with the development team on product development UX roadmap & design sprints as well as overall marketing strategy for existing products. Deployed successful marketing campaigns from ideation to execution.

SPARK EXPERIENCE / UX DESIGNER
OCT 2016 - MAY 2017

I developed the UI & Visual Design for Treatment Works for Vets, interactive web tool for Veterans on mental health & CBT therapies. Designed interactive features including search tool, symptom checker, treatment component wheel. I also partnered with developers to redesign the UX of a wealth management tool with an improved user flow & highly functional interactive modules.

PARSONS / DESIGNER
MAR 2015 - MAY 2016

I produced visual design & communication materials for the New Challenge Initiative, designed communication for public programming initiatives organized by the Journalism + Design program at Eugene Lang The New School for Liberal Arts and developed an interactive web feature for the Fabric of Womens' Work project at Parsons.

As Teaching Assistant for the Core Lab : Interaction class for the BFA Design & Technology & Communication Design programs I mentored students on primary web design technologies including HTML, CSS, Javascript and conducted starter course on basics of APIs for Web.

AAHAA STORES / DESIGNER
NOV 2013 - MAR 2014

I developed design system and graphical assets for a consistent UX across brand touchpoints. I also ideated and executed product designs for corporate clients.

PLEASE SEE ADVERTISING / CREATIVE
AUG 2012 - NOV 2013

I developed dynamic Branding & Identity design systems as well as interactive web content & viral advertising campaigns for clients across Service, Hospitality and F&B industries.

Education

PARSONS / MFA DESIGN & TECHNOLOGY
JUL 2014 - MAY 2016 , NEW YORK CITY

SYMBIOSIS / B.DES COMMUNICATION DESIGN
JUN 2008 - MAY 2012 , PUNE

Skills

VISUAL DESIGN
Illustration, Art Direction, Brand Identity, Motion Design, Content Strategy, Interaction Design, Screen Mock-ups, Style Guide, UI Library, Social Media strategy & content.

UX DESIGN
User Research & Persona building, Storyboarding, Wireframing, Rapid prototyping, Usability Analysis, User Flow, User Interface Design, UX testing methodologies, Usability Testing, Heuristic Evaluation, A/B Testing

DEVELOPMENT
HTML, CSS, Javascript, JQuery, PHP, Arduino

TOOLS
Invision, Adobe Creative Suite - Photoshop, Illustrator, InDesign, AfterEffects, Processing, OpenFrameworks, Microsoft Office Suite, Jira, XCode

Collaborations

THE NEW SCHOOL / OPENFRAMEWORKS
JAN 2015 - MAY 2015 , CHINA

A collaborative studio on the OpenFrameworks tool with top universities in China including Tongji University (Shanghai), Tsinghua University (Beijing), and Guangzhou Academy of Fine Arts (Guangzhou). Project : Reflections

fusion.net + NYU / ELECTION LAB
JAN 2016 - MAY 2016 , NEW YORK CITY

A collaborative studio exploring the 2016 US Presidential Elections in partnership with Fusion.net and NYU Journalism. Project : Make Dating Great Again

Recognitions

THE NEW SCHOOL / UNIVERSITY MERIT AWARD
2015

CHHÁP NATIONAL VISUAL IDENTITY SEMINAR / SPEAKER
2013

SYMBIOSIS / GRAPHIC DESIGN AWARD
2012