Nitin Sauran

Product Designer, UX/UI Designer
San Francisco, California

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Award-winning multi-disciplinary designer with 6+ years of experience developing products for F-500 companies delivering Vertical Integration, involving User Research, Product Strategy & User Experience Design. Led designing digital products in a variety of categories: Medical, Consumer electronics/durables, design language systems & social impact-driven projects.

WORK EXPERIENCE

UX/UI Mentor | Upright Education, NY
Oct 2023 – Present

- Currently mentoring a cohort of 16 future designers and helping them reinforce their understanding of design principles and frameworks for the end-to-end design process.
- Implemented strategies to encourage active participation, creating an environment where learners could share insights, ask questions, and consolidate their learning.
- Led workshops with a collaborative and hands-on approach, guiding learners through real-world projects, practical exercises, and design challenges.
- Fostered an atmosphere that encouraged experimentation and problem-solving, allowing participants to apply theoretical knowledge to practical scenarios.
- Collaborated actively with the curriculum development team to contribute insights from the learning environment and ensure the curriculum remained up-to-date and aligned with industry trends.

UX/UI Mentor | Avocademy, FL
May 2023 – August 2023

- Assisted students in understanding various principles and frameworks for the end-to-end design process.
- Conducted demos with the UX industry's best practices and assisted students in developing their design projects with 1:1 feedback sessions.
- Led the development and implementation of a comprehensive design system, ensuring consistency and coherence across all platforms.

UX/UI Designer | Niterra, Venture Labs, Santa Clara, CA
Dec 2022 – May 2023

- Collaborated with cross-functional teams including developers, PMs, venture builders, and doctors in an agile environment to understand user needs and align design solutions with business objectives.
- Utilized rapid prototyping techniques to develop wireframes, user flows, and prototypes to design concepts effectively, resulting in accelerated time-to-market by 6% with a portfolio of 2 successful (TBL) innovative physical and digital medical devices, for new business ventures.
- Created wireframes, storyboards, design guidelines, and intuitive and user-friendly UI designs by adhering to visual principles for mobile app and CRM dashboard focusing on user appeal and ease of use, resulting in a 37% increase in user engagement.
- Identified and addressed usability issues while participating in Voice-Of-Customer studies resulting in a 22% improvement in product usability.

Product Designer | The Marine Mammal Center, Sausalito, CA
Feb 2022 – Aug 2022

- While working during the Social Design at CCA, I collaborated with the world's largest Marine Mammal hospital to study and create user-centered design interventions for their exhibit tour.
- Created wireframes, storyboards, design guidelines, and intuitive and user-friendly UI designs by adhering to visual principles for tablet app.
- Worked closely with developers, marine scientists, vets, and marketing to ensure accurate and efficient design implementation of a tour experience that increased the number of donations for the cons of marine biodiversity by 31% and increased the footfall by 40%.
- Performed in-person user research and spoke to 40+ visitors, observed and interviewed internal staff, executed usability testing iteratively improving designs based on feedback on our prototype explorations, and generated valuable artifacts to enhance the storytelling and experience of the visitor.

Deputy Manager, Product Design | Bajaj Electricals Ltd, Mumbai, India
Sep 2020 – Apr 2021

- Designed a smart water heater with a mobile app and an induction cooktop resulting in a 25% increase in product efficiency.
- Collaborated closely with the marketing team to establish a detailed design structure for a future line of products, contributing to a 30% improvement in brand consistency.
- Managed the requirements of vendors, optimizing cost-efficiency and ensuring seamless production processes aligned with business needs.

Senior Product Designer | Lumium Design Pvt Ltd, Santa Clara, CA
May 2017 – May 2020

- Led product design initiatives for renowned clients, such as Thermax, Milton, Somfy, Ambee, Wego, Hindware, and Hero Electronix.
- Spearheaded the establishment of a long-term product and technology vision, facilitating a 35% acceleration in product development cycles.
- Implemented a Design Language System (DLS), leading to a 20% improvement in design consistency among products.
- Collaborated seamlessly with Mechanical, Electrical, and Software Engineers, achieving a 30% increase in design process integration efficiency.
- Fostered close collaboration with Sales teams across India, Japan, and the USA, resulting in the successful development of proposals for project queries. Additionally, I streamlined effort sheet management, reducing administrative overhead by 25%.

EDUCATION

California College of the Arts | San Francisco, CA   Aug 2021 – Aug 2022
Master's in Design (M. Des), Interaction Design

School of Planning and Architecture | New Delhi, India   Aug 2012 – Aug 2014
Master's in Design (M. Des), Industrial Design

Guru Gobind Singh Indraprastha University | New Delhi, India   Aug 2008 – Aug 2012
Bachelor's in Technology (B. Tech), Mechanical and Automation Engineering

AWARDS

- Awarded "Product of the Year 2022" in the Consumer Product Innovation Category designed for Morphy Richards
- Nominated among the top 80 participants for a global-level social problems design event, world design event, World Design Impact Prize 2015
- Awarded merit scholarship for a graduate course for both master's degrees.
- Won various state and national-level Handball competitions.

SKILLS

Design: Interaction Design, UX Design, Ideation, Wireframing, Interactive Prototyping, Physical Computing, Visual Design principles, Information Architecture, Illustration, Systems Design, Design Thinking, Agile methodology, Human-Centered Design, Product Strategy, Storytelling, Digital Interface, design concept, Micro-interactions, Graphics, Mobile Application, IOS, Android, Design Systems, JavaScript, HTML, CSS

Research: Secondary Research, Stakeholder Interviews, User Interviews, Field study, Observational Research, Personas, Empathy and Affinity Mapping, Journey Mapping, Heuristic Evaluation, Competitive Analysis, Usability Testing, Information Architecture, and Data Synthesis.

People: Communication, Collaboration, Critical Thinking, Problem-solving, Adaptability, Conflict management, Time management, Leadership, Empathy, Decision-making, Stress management

Tools: Figma, Adobe Creative Suite, Sketch, Invision, Principle, FigJam, Miro, Mural, Notion, Asana, Procreate, Jira, Trello, Maze, Keyshot, Blender, Illustrator, Arduino, Photoshop, 3D Printing, After Effects, Premier Pro, Touch designer, Microsoft Office, Editor X, ProtoPie