

NIKHIL SHRIMAN

User Experience Designer

nikhilshriman@gmail.com
+91 762 067 9777
Pune, Maharashtra, India

View Portfolio @  

Professional Summary

Results-driven UX Designer with **almost 5 years of specialized experience in user-centered design** and **5 years of engineering background**. Bringing a robust record of increasing user satisfaction by 40% through research-driven design solutions. Expert in transforming complex logistics and distribution software interfaces into intuitive experiences, combining deep product knowledge with user-centric methodologies to drive business impact.

Core Competencies

User Research & Strategy

User Research & Interviews
Usability Testing
A/B Testing & Analytics
Persona Development
Journey Mapping
Design Systems Management
Heuristics Evaluation
Competitive Analysis
Stakeholder Management
User Interface Design
Agile/Scrum Methodology

Design & Prototyping

Information Architecture
Wireframing
User Flows
Design Systems
Responsive Design
Accessibility (WCAG)
Interaction Design

Tools

Figma
Adobe XD
Adobe Illustrator
Maze
Clickup
Photoshop
Stable Diffusion & Gen AI
FullStory
Spline (Pursuing)

Work Experience

UX Designer

Pattern Technologies

Jun 2021 - Present

Leading end-to-end UX strategy for DTC warehouse management solutions, optimizing fulfillment workflows and reducing operational complexity for warehouse staff while improving order accuracy. Developed in-house and SaaS solutions for reimbursements and returns on Amazon Seller Central, **saving \$1.5M annually** and **projecting \$500K+ yearly revenue** through the SaaS product.

Key Achievements:

- Conducted extensive user research with 200+ warehouse staff, resulting in a **40% increase in user satisfaction and 15% reduction in support tickets**
- Led the redesign of distribution software modules, achieving:
 - 40% reduction in order processing time
 - 15% increase in on-time deliveries
 - \$1M operational cost savings through Cross-dock Project optimization
- Established and maintained a **comprehensive design system used by 20+ team members**, ensuring consistency across products
- Facilitated **15+ stakeholder workshops and user testing sessions** to align business goals with user needs
- Created and validated 100+ research-driven design solutions** using Figma and Maze, incorporating iterative feedback
- Implemented accessibility guidelines (WCAG 2.1)** across all digital products

Creative Lead

The Webdope

Apr 2020 - May 2021

Directed end-to-end UX/UI design projects for mobile and web applications, focusing on user engagement and conversion optimization.

Key Achievements:

- Increased user engagement by 25%** through data-driven design improvements and user journey optimization
- Improved conversion rates by 10%** through implementation of A/B testing and user behavior analysis
- Boosted client satisfaction by 25%** through effective stakeholder management and clear design communication
- Led a team of 5 designers**, implementing standardized design processes and quality controls

Non - IT Experience

Engineering & Project Management Experience

Mercedes Benz India, Reliance Naval, Rlnfra & Oravel Stays

Dec 2015 - Jan 2020

- Oravel Stays: **Reduced property launch expenses by 25%** through UX-optimized inventory planning
- Mercedes Benz India: **Improved equipment reliability by 15%** through user-focused maintenance strategies
- Rlnfra & Reliance Naval: Enhanced project efficiency through cross-functional coordination and process optimization user experience.

Featured UX Project

Fluke

Dating & Compatibility App

May 2021

- Conducted user research with **50+ participants to understand dating app pain points**
- Created user personas and journey maps to identify key opportunity areas
- Designed and tested prototype with 3 iteration cycles, focusing on compatibility-first matching using Figma

Education & Certifications

Certification - User Experience Design

Creative Concept

May 2021

- Successfully completed UX Certification with excellence, showcasing a commitment to mastery in user experience design and a dedication to delivering exceptional and user-centric solutions

Bachelor of Electrical Engineering

Pune University

Aug 2014

- Attained a Bachelor's degree in Electrical Engineering with a first-class score, reflecting a high level of academic excellence, technical proficiency, and dedication to the field.

Awards & Recognition

Team of Doers

Pattern Technologies

2022

- Excellence in Design and Development across Pattern.

Best TR Lead (West) x 2

Oravel Stays

2018 & 2019

- Attained Awarded best transformation lead in the west region for exemplary efforts and contributions to organizational growth and success