

# Nahush Farkande.

UX/Product Designer

Indianapolis, USA

+13179703403

[nahush.farkande@gmail.com](mailto:nahush.farkande@gmail.com)

<https://www.nahushf.com>

[LinkedIn](#)

## EXPERIENCE

### UX Design Intern — *Ingleside*

JUNE 2022 – AUGUST 2022

- **Led the UX Evaluation** of the marketing website.
- Collaborated with university UX Research Professor to conduct a Cognitive walkthrough, Heuristic Evaluation and a Accessibility (WCAG) audit of the website.
- Interviewed 5 residents living in the company's communities.

### Product Designer — *Qumulex*

APRIL 2022 – MAY 2022

- Augmented the existing product with **2 primary and 1 secondary features** that would allow the company to target the Hardware Retail space.
- Formulated a retail specific business model around the new features.
- Brainstormed multiple approaches, sketched initial ideas and built the final figma prototype involving 10+ screens

### Product Designer — *Endress + Hauser*

JANUARY 2022 – MARCH 2022

- Conceptualized and designed a Water Sustainability Tracking System for the company with **2 primary and 4 secondary features**
- Led the Secondary research, the Contextual Inquiry at a water treatment plant, and the Interviews with the sustainability executive and plant manager.
- Constructed the Information Architecture, Wireframes and Figma Prototype involving 20+ screens.
- Identified the business goals of the company and shaped a business model around the new product.

### Lead UI Developer — *LumenData*

DECEMBER 2018 – JULY 2021

- **Led the development** of a client business-to-business marketing intelligence web application from the proof of concept to a complete product which **grew the customer base by 10 customers companies**
- Collaborated with the company CEO, VP of engineering, and the designer to assess requirements, build and iterate 40+ features into the product, and design 4-5 features in the product

## EDUCATION

### MS, Human Computer Interaction

IUPUI, Indianapolis, USA

AUGUST 2023 | GPA – 3.9/4

### BE, Computer Engineering

I2IT, Pune, India

JULY 2015

## SKILLS

### Design

Information Architecture, Paper Prototyping, Sketching, Storyboarding, Typography.

### Research

User Interviews, Affinity Mapping, User Flows, User Personas, Competitive Analysis, Heuristic Evaluation, Contextual Inquiry.

### Tools and Languages

Figma, Procreate, Photoshop, Adobe XD, HTML, CSS, ReactJS, Typescript, SASS.

### Frameworks

SCRUM, KANBAN.

## AWARDS

**AT&T 5G Sports Hackathon** – Winner (\$29,000)

**IUPUI Design Sprint (Neighborhoods of the future)** – 2nd place (\$500)

**IUPUI Design Sprint (21st century Education)** – 1st Place (\$795)

**Monon30 Innovation Sprint** – 3rd Place (\$200)