Nishant Gadihoke

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EXPERIENCE

Product Designer at Intuit TurboTax

Toronto, Canada · May–Dec 2022 · Internship

- Researched, prototyped, and designed 8 core experience features, worked with developers to push changes to 10 million+ customers in production.
- Conducted 5+ research workshops to understand customer pain points and identify areas of work for the upcoming generation of TurboTax services.
- Benchmarked 20+ competitors and created a comprehensive guide to industry patterns in tax software, contributed to the internal design system.
- Consulted with engineering and product management on multiple projects.

Product Designer at Canadian Advanced Air Mobility

Vancouver, Canada · Mar 2021–Apr 2022

- Led the creation of a design system, with 100+ components in Figma and React, resulting in 200+ work hours saved for product & engineering teams.
- Gathered user insights by conducting 50+ stakeholder interviews, collected and synthesized data to determine roadmap and project OKRs.
- Worked with engineering, design, and business development team to achieve buy-in to start a major redesign project.
- Carried out primary design and development operations for the redesign project, leading to 500+ new DAUs and a 21% increase in conversion rate.

Lead Designer at Oswald Labs

New Delhi, India · Jul 2018–Mar 2021

- Conducted ethnography studies with 100+ people with visual and cognitive impairments, used the data to create personas for product and marketing.
- Conducted A/B testing with over 3,500 active users to understand pain points and validate hypotheses, made data-driven decisions to reduce churn by 14%.
- Built the first end-to-end web accessibility platform and scaled to 5,000+ users and multiple enterprise clients, bringing in $100k+ in revenue
- Featured on the Forbes 30 Under 30 and multiple international media.

EDUCATION

Bachelor of Science in Interactive Arts & Technology

Simon Fraser University · Vancouver, BC · April 2024

Recipient of USES Entrance Scholarship (100%), Dean's List Award

SKILLS

Ethnography, Interviews, Participatory Design, Experience Mapping, Usability Testing, Storyboarding, Wireframing · Figma, Sketch, Framer, Adobe CC Suite · HTML, CSS, JS · React, Angular, Tailwind, Gatsby