

# Nikhitha Sara

UI/UX Designer



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With over 2 years of UX design experience for Direct-to-Consumer brands, I create user centric solutions that align human needs with design, technology, and business goals. My background in content development enhances my ability to deliver cohesive, impactful user experiences

## PROFESSIONAL EXPERIENCE

FitPeo | Feb 2024 — Present

UI/UX Designer

- **Critical Status Escalation System:** Designed and deployed a bulk action feature enabling super admins to manage tasks for multiple patients simultaneously, improving email communication, caretaker updates, and device dispatch, which boosted efficiency by **35%**
- **Bulk Action Feature for Patient Management:** Developed a critical status toggle for admins and caretakers, improving response times by **25%** and increasing patient satisfaction by **15%**
- **Gamification for Increased Engagement:** Integrated a gamification feature into the app with a points-based reward system, boosting daily usage by **40%** and improving health outcomes through consistent monitoring

Byju's | Jul 2022 — Oct 2023

Senior Product Associate (UX Design)

- **Virtual Labs:** Led the development of a comprehensive Virtual Lab platform, featuring **280+** science experiments tailored for grade 11 and 12 students. Worked on creating design system and templating interactive elements for the Maths applet, resulting in a 2x faster applet production
- **BTLA Reimagine 3.0:** Completion rate of Learn journey increased from **32%** to a significant **46%** by developing multiple prototypes for user testing of personalized experience for students
- **Revision Module:** Contributed in defining the interaction design for a new revision section, creating wireframes and prototypes for the successful introduction of this addition to the app, resulting in an increase in **Weekly Active Users** (WAU) upon rollout

Byju's | Aug 2020 — Jul 2022

Content Developer (Product)

- **Interactive learning experiences:** Led the Developed targeted content and collaborated with project managers to create Interactive Learning Elements (ILEs) for asynchronous learning, achieving a **78%** completion rate and an **8%** increase in learning efficacy
- **Byju's Neo live Classes:** Created and approved content for Byju's live classes Reviewed, edited and approved all content flowing. Published **250+** Knowledge base articles and pushed **30+** marketing videos

## CERTIFICATIONS/COURSES

- Foundations of user experience (UX) design 
- Start the ux design process: empathize, define, and ideate 
- Growth School: Introduction to UX design
- Build wireframes and low-fidelity prototypes 
- Conduct UX research and test early concepts 
- Create high-fidelity designs and prototypes in figma 

## EDUCATION

Govt. Model Engineering College

Electronics & Communication • 2016-2020 • 7.1 CGPA

Rajagiri Public School

CBSE 12<sup>th</sup> Exam • 2015-2016 • 94.8%

Rajagiri Public School

CBSE 10<sup>th</sup> Exam • 2015-2016 • 10 CGPA

## SKILLS

Design Thinking | User Research | Interaction Design  
Visual Design | Information Architecture | Wireframing  
Prototyping | Empathy Mapping | A/B Testing  
Visual Communication | User Interface | User Persona

## SOFTWARE PROFICIENCY

Figma | Adobe Photoshop | MS Office PowerPoint | Canva  
Adobe Illustrator | Notion | Jira | Blooms Taxonomy | MS Word