

Monika Nagar

User Experience Designer

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Experience

BYJU'S

Oct 2020 . Present

Senior UX Designer - BYJU'S, Bengaluru

- Building experiences for Disney.Byju's Early learn Application, a B2C learning solution for kids, from ideation to launch through research, design, and cross-functional collaboration.
- Leading design of growth team and delivering the end-to-end experience of freemium users through critical user journeys, experiments to deliver quick fixes and win features and guide long term strategic product feature decisions
- Designing user flows for new product integrations

Paysafe:

Feb 2020 . Sept 2020

UX Designer - Paysafe, Hyderabad

- Stream owner of consumer experiences for end-to-end payment processes
- Conducted eye tracking with Tobii, executed heuristic evaluation via user interviews to identify problems and as a resultant optimized the interface
- Designed and validated workflows and dashboards through usability testing
- Collaborated with multiple roles to drive alignments & deliver design solutions

CoWrks

Nov 2018 . Jan 2020

UX/UI Designer - CoWrks, Bengaluru

- Designed **Converge** - a meeting room responsive web application. Deep dived into problem areas by interacting with users, leveraged Hotjar videos, and Google Analytics data.
- Achieved a 50% reduction in bounce rates and 20% in conversion rate based on results of AB Testing
- Optimized **Visitor Management System - Arrivé** to accommodate facial recognition capability and redesigned mobile application for a personalized experience
- Designed **CoWrks Website** to increase visibility and reachability

Mar 2018 . Nov 2018

Design Consultant - Bengaluru

My responsibilities include Strategy and Experience designing and validating solutions via Prototyping and User Testing. Delivered products with visual design

VOGO

Developed a design system, including logo, visual language, and marketing collaterals to provide brand enhancement

treebo

Optimized digital products based on user research and provided solutions
Designed careers page and ideated on Event's high website

INCUBIS

Designed wayfinding for Axis Bank, packaging design for a medical company, and surface graphics for Punjab Bistro

Netwila

Interacted with stakeholders to understand the business and developed dashboards, website, and mobile application to keep a track of all the shipments

Education



Aug 2015 - Jan 2019

Master of Design National Institute of Design

Graphic Design



July 2011 - May 2015

Bachelor of Engineering M.B.M. Engineering College

Electrical Engineering

Skills

User Research

Ideation & User Flows

Wireframing

Data Visualisation

Interaction Design

Web & Mobile Design

Interactive Prototyping

Strategy Planning

Softwares

Adobe Creative Suite

Sketch

Axure RP

Figma

Principle

Invision Studio

Cinema 4D