

NAGENDRA. D

Product Designer, UX, IxD



nagendradevaraj.com [+91 9900 171335](tel:+919900171335) nagendra.devaraj@gmail.com in.linkedin.com/in/nagendrad

Employment History

UX Consultant, Freelancing, Bengaluru

July 2025 - Till Date

- Transforming complex product friction into seamless, scalable, and high-converting user experiences.
- Owning end-to-end product design, from initial user research to final high-fidelity execution.

Senior Product Designer at Yara International, Bengaluru

September 2022 - Feb 2025

- Translated complex user feedback and multi-dimensional data insights into high-impact design requirements.
- Spearheaded the iterative refinement of core user journeys for 'Atfarm', successfully reducing friction by increasing user satisfaction and retention.
- Acted as a strategic partner in roadmap discussions, leveraging UX research and design methodologies aligned with long-term business goals.
- Led the end-to-end design process from exploration, rapid prototyping to high-fidelity delivery, through every stage of the product lifecycle.
- Facilitated seamless collaboration across Engineering, Product Management, and Stakeholders.

Lead Designer at Movius Corp, Bengaluru

May 2016 - August 2022

- Defined the design vision, strategy, and guiding principles that formed the foundation for the fully reimaged Movius product portfolio.
- Owned the end-to-end user experience for MultiLine for Desktop (\$4M), MultiLine Mobile App (\$4.8M), and MultiLine for Salesforce (\$2.8M).
- Led and mentored a user experience team of two, providing strategic direction, coaching, and hands-on guidance to deliver cohesive UX across the Movius product suite.

UX Designer at Flipkart Internet Pvt Ltd, Bengaluru

October 2014 - February 2016

- Revamped the Seller Payments dashboard to improve clarity and visibility of payment transactions.
- Redesigned the Seller onboarding and profile management experience to streamline account setup and ongoing management.
- Led contextual inquiry, usability testing, and card-sorting research to uncover sellers' mental models, pain points, and barriers within the seller portal.

Consultant - UX, UI at Unisys Global Software, Bengaluru

April 2014 - September 2014

Senior Engineer - UX, UI at Lukup Media Pvt Ltd, Bengaluru

April 2010 - March 2014

UI Designer at Corpus Software, Bengaluru

June 2007 - November 2009

Skills

User Research and Analysis
Requirements Elicitation
Information Architecture
Interaction Design
Usability & A/B Testing
Prototyping
Wire framing
Visual Design
Heuristic Evaluation

Courses

Human Factors International (HFI)

CUA - Certified Usability Analyst
#2013 - 4496

Interaction Design Foundation (IDF)

Human - Computer Interaction
Mobile User Experience Design
Design Thinking
Psychology of Interaction Design

Linkedin Learning

Design Thinking
User Experience Researcher
Remote Research
Card Sorting

Soft Skills

Figma
Miro
Sketch
Invision
Adobe Photoshop
Adobe Illustrator
Zeplin

Education

Mechanical Engineering

Acharya Patashala Polytechnic
Bangalore