NAGENDRA. D
Product Designer, UX, IxD

🌐 nagendradevaraj.com   📱 +91 9900 171335   ✉ nagendra.devaraj@gmail.com   in.linkedin.com/in/nagendrad

Employment History

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, ensuring product specifications remained rooted in validated user needs.
- Spearheaded the iterative refinement of core user journeys for 'Atfarm', successfully reducing friction and driving a measurable increase in user satisfaction and retention.
- Acted as a strategic partner in roadmap discussions, leveraging UX research and design methodologies to advocate for user-centric priorities that aligned with long-term business goals.
- Led the end-to-end design process from exploration, rapid prototyping to high-fidelity delivery, maintaining design excellence through every stage of the product lifecycle.
- Facilitated seamless collaboration across Engineering, Product Management, and Stakeholders, breaking down silos to ensure technical feasibility and design vision were unified.

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 reimagined Movius product portfolio.
- Owned the end-to-end user experience for Movius products, including 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