

# Nahush Dc

*User centered design is the answer to creating usable products.*

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## Bio

A Certified Usability Analyst (CUA), who strives to impact people's lives by designing effective and delightful experiences. The intersection of people, business and technology is what drives me the most. Thriving in a stimulating and challenging environment and learn from the best in the industry is what I seek.

## Experience

### UX Designer, Callhub

Apr 2017 - Present

- Being the 1st designer here, my role here involves end-to-end product design and creating a consistent experience across all products.
- Using the User-centered design framework to solve UX problems.
- Working closely with the CEO, CTO and customer success to understand customer pain points and improve the usability of the existing products.
- Setting up feedback channels across the product to inform the product design roadmap.
- Laying the groundwork for setting up a design system to give customers one unified experience across all products.

### UX Consultant, Keystride

Jan 2016 - Mar 2017

- My role here is to design experiences for web and non-native mobile applications.
- As Keystride is a small agency I tend to take on the role of UX Lead, Project Manager and Clients relations.
- Understanding and strategizing with clients to understand business goals and requirements, along with business analysts.
- Informing design through research methods such as user interviews, competitor analysis and user profiling.
- Leveraging insights from available sources such as customer feedback, site metrics and heuristic evaluations to inform design decisions.
- Defining user flows, wireframes, interactive prototypes and iterating through customer & user feedback.
- Incorporating established UI design patterns into practice, creating style guides and UI libraries for large projects.
- Collaborating with the development teams, content agencies and digital marketing to ensure delivery of well-implemented products.

### Co founder, Skryptix

Jun 2014 - Dec 2015

- A digital services agency which offers digital services that includes web design, content creation and digital marketing.

- Acted as a project manager. Strategized, managed and delivered projects while coordinating with development, content and digital marketing.
- My responsibilities include defining project strategy, ideation, wireframing, UI design, developing the html/css, social media marketing and graphic design.

## Projects

### **Collective Texting**

Allows personalised texting at scale for organisations.

[View product page](#)

### **Coosta**

A B2C residential property aggregation platform for the US market.

[Case Study](#)

### **PathPartner**

A redesign for an embedded technology company.

[Case Study](#)

### **Airtel**

Designing a mobile employee engagement platform.

[Case Study is Confidential.](#)

### **DAG's Practices**

Redesigning a private group dental practice's partner websites.

[Case Study](#)

### **Woodpeckere**

Designing an end to end platform for home building solutions.

[Case Study is Confidential.](#)

### **More Clients On**

[Skryptix.com](#)

## Tools

### **User Research**

Qualitative and Quantitative research methods

### **Design**

UXPin, Photoshop, Sketch, Illustrator

### **Analytics**

Hotjar, Google Analytics, Heap

### **Frontend Know-how**

Html, Css, Js

### **Usability Testing**

UsabilityHub, TryMyUI, Lookback

## Certifications

- HFI [Certified Usability Analyst](#)
- IDF HCI [Certification](#)
- [UX India 2016](#)
- [Design Thinking Summit 2016](#)

## Education

**Bachelor of Computer Applications, PES University**  
2011 - 2014