

# Nahush Dc

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

Bangalore, Karnataka

T: (+91) 95 35 75 0006 E: nahushdc@gmail.com



## Bio

A Certified Usability Analyst (CUA), who strives to impact people's lives by designing effective and delightful experiences. The intersection of design, 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

- Interacting with the Customer Success, Marketing, Dev teams and customers to understand customer pain points.
- Working closely with the development team to overhaul the usability of the existing products.
- 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

- Understanding and strategizing with clients to understand business goals and requirements.
- Conducting user research to inform User Profiling, User Journeys and User flows.
- Leveraging insights from available sources such as customer feedback, site metrics, and heuristic evaluations to inform all design activities.
- Laying out sitemaps before wireframing, creating interactive prototypes and iterating through user and usability testing methods.
- Incorporating established UI design patterns into practice, creating the UI Style Guide and high fidelity mocks.
- Collaborating with the development teams and content agencies to ensure delivery of well-implemented products.

### Co founder, Skryptix

Jun 2014 - Dec 2015

- Interacting with clients from requirements gathering, defining scope to product delivery.
- My responsibilities include defining scope, wireframing and UI design, working with content writers, developing the html/css, digital marketing and graphic design.

## Clients

### 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](http://Skryptix.com)

## Skills & Tools

### User Research

Customer Interviews, Session Replays, heatmaps and support channels

### Design

UXPin, Photoshop, Sketch, Illustrator

### Analytics

Hotjar, Google Analytics, Heap

### Frontend Know-how

Html, Css, Js

### User Testing

Usabilityhub and various remote user testing tools

## Conferences & Certifications

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

## Education

**Bachelor of Computer Applications, PES University**

2011 - 2014