

Shrikant Nasikkar

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As a Product Designer, I build a meaningful future through products and services with like-minded people using my skills, experience, and knowledge over the years. The storyteller in me strives to create memorable experiences and I firmly believe in collaborating with the team for a holistic outcome.

Leading by example is how I guide my team. Focus as an entrepreneur to balance business goals with user needs. Failing my way over the years, I have conceptualized, sketched, wire-framed, designed, built, and launched many successful projects for startups to Fortune 500 companies.

EXPERIENCE

Sr, UI/UX Design Consultant - Charles Schwab (San Francisco, CA)

Dec 2020 - Present

As a lead designer, designed solutions on the Salesforce platform effectively with diverse business and technology partners across the firm and created end-user delighting experiences that balance user needs and business goals.

- **Insights:** Conducted dozens of usability study sessions to understand user needs and identify opportunities to design solutions for our Customer Support team.
- **Impact:** Designed intuitive Case creation & Management solution on the Salesforce platform that helped increase engagement by 52%, reduced average handle time by 28%, and improved the system performance by 22%
- **Communication:** Recognized by the leadership for creating a Product development process in Confluence designed to bring project transparency, scope, and status. It simplified the process, increased collaboration, and eliminated guesswork/confusion.

Design Director - Doxel Inc (Redwood City, CA)

Mar 2019 - May 2020

If Content is king, Data is the kingmaker. Using AI/ML, scanning data, and creative presentation of metrics we brought trustworthy insights to the construction industry.

- Coordinated design & product solutions to meet user needs that aligned with business objectives
- Designed a new set of features such as Smart timeline, Process images, and Live Panoramas that directly enhanced the UX, resulting in 4 times growth in less than 12 months.
- Contributed towards customer satisfaction resulting in 95% pilot to production conversion.
- Collaborated and mentored team of product, web, and customer success.

Founder / Design Consultant - Ideabaaz (Mountain View, CA)

Feb 2014 - Feb 2019

Serving clients in Technology, EdTech, Media, and Healthcare industries. Experimenting with UX/UI challenges in emerging technologies such as VR, AI / Machine Learning, and Autonomous cars with social impact on sustainability.

Design Director - B2B, Facility Management Solution (Sacramento, CA)

- Led a machine learning logistics applications UI redesign strategy on a ground-breaking Data Management platform. The competitive market was redefined with a 60% revenue jump, landing Google and Amazon as clients.

Founder, Product Management - B2C Kids transportation App (Mountain View, CA) Start-up

- Solved a personal problem - Kids' transportation by creating an engaging carpool app (iOS & Android) where parents from over 300 schools are engaged – validating the consumers' challenge and product solution.

Senior UX Designer - B2B2C EdTech platform (Los Gatos, CA)

- Conducted User interviews and Usability Research for an EdTech startup, collaborating analytical solutions with the target audience using the lean methodology to improve the conversion rate by 300% within two months!
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Senior Designer - Kaiser Permanente (Los Angeles, CA)

Jun 2007 - Dec 2013

Collaborated on Build Products for Web properties of internal users' applications. User Experience Design research, employee training and patient well-being through quantitative/qualitative deliverables.

- Created Product Roadmap, designed and developed a Web app to train 90,000 staff. The app was later shared with 11 million members, resulting in significant savings through Big Data analytics in Mobile.
- Created a program empowering self-motivated teen patients to lose weight through peer support and applied game design. The program exceeded its goals, got adopted nationwide, and earned accolades.
- I collaborated in designing corporate communication Healthcare Brand book for a multi-disciplinary team including Sales, Marketing, and Business through multi-functional mediums with passion.

SKILLS

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|---------------------|-----------------------------|----------------------------|-------------------------|
| • Business Strategy | • Information Architectures | • Web & Mobile App | • Critical Thinking |
| • Project KPIs | • Workflows & Prototyping | • Typography & Icon design | • Problem Solving |
| • Personas Creation | • Sharing funny Gifs | • Graphics & Color Theory | • Attention to detail |
| • Usability Study | • User Interface Design | • Branding & Identity | • Communication Skills |
| • Storytelling | • Product Design | • Sketch, Figma & Adobe | • Leadership & Teamwork |

EDUCATION

Stanford d.school Pop-Outs & Workshops

Designing for Complex User Ecosystems and Autonomous Cars to Human Rituals using Best Practices

Founder Institute

Founding startup, Lean methodology, Customer discovery, Marketing, and Pitch Presentations

UCLA

Primary focus on Interaction Design, Visual Design Communication, Graphic design, Animation

University of Mumbai

Formal training in Advertising & Marketing with a specialization in Graphic design and Written & Verbal communications skills.

Related Links

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| > Chaperone Case study | > Design to Motivate |
| > Role of Designer | > Visual Thinking |