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 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

Founder / Design Consultant - Ideabaaz   Dec 2022 - Present
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.

Senior Designer - B2B, Crypto Bank
- Led the product team through strategy and design sprints. Created functional MVPs and finished designs for mobile app and supported the founding team to raise seed round.

UX Designer - B2C Healthcare app
- Consulting as lead designer to help a team of healthcare professionals design a 2-sided market app for patients and service providers.

Sr, UI/UX Design Consultant - Charles Schwab   Dec 2020 - Nov 2022
As a lead designer, designed solutions on 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 Salesforce platform that helps increase engagement by 60%, reduced average handle time by 30% 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   Mar 2019 - May 2020
If Content is king, Data is kingmaker. Using AI/ML, scanning data and creative presentation of metrics we brought trust worthy insights to the construction industry.

- Coordinated design & product solution 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   Feb 2014 - Feb 2019
Serving clients in Technology, EdTech, Media, and Healthcare industries. Experimenting UX/UI challenges in emerging technologies such as VR, AI / Machine Learning and Autonomous cars with social impact on sustainability.

Design Director - B2B, SBM. Facility Management Solution
· Led a machine learning logistics applications UI redesign strategy on a ground-breaking Data Management platform. Competitive market redefined with 60% revenue jump, landing Google and Amazon as clients.

Founder, Product Management - B2C, Chaperone. Kids transportation App
· 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, OpenEd. EdTech platform
· Conducted User interviews and Usability Research for an EdTech startup, collaborating analytical solution with Target Audience using the lean methodology to improve conversion rate by 300% within two months!

Senior UI Designer - B2B, Kaiser Permanente. Healthcare
· Conducted User interviews and Usability Research for an EdTech startup, collaborating analytical solution with Target Audience using the lean methodology to improve conversion rate by 300% within two months!

SKILLS

· Business Strategy
· Project KPIs
· Personas Creation
· User Research & Testing
· Storytelling
· Information Architectures
· Workflows & Prototyping
· User Experience Design
· User Interface Design
· Product Design
· Web & Mobile App
· Typography & Icon design
· Graphics & Color Theory
· Branding & Identity
· Sketch, InVision & Adobe
· Critical Thinking
· Problem Solving
· Attention to detail
· Communication Skills
· 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, Entrepreneurship accelerator
Founding startup, Lean methodology, Customer discovery, Marketing and Pitch design & Presentation

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

University of Mumbai, BFA.
Formal training in Advertising & Marketing with a specialization in Graphic design and Written & Verbal communications skills.

RELEVANT

> Chaperone Case study
> Product Design Workshop
> Ergonomics Case study
> Role of Designer
> SBM Managment Case study
> Visual Thinking