



Nikita Bhatnagar

Product Designer



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Portfolio



LinkedIn

A designer with **~4 years of experience** building inclusive, data-driven, and user-centric digital experiences across **mobile and web platforms**. Skilled in **turning user insights and product metrics** (drop-off rates, conversion, engagement) into **measurable outcomes** through **stakeholder collaboration** with product managers and developers. Recognised for strong **problem-solving**, **A/B experimentation**, and **high-conversion funnel design** with working knowledge of **AI-assisted design workflows** (rapid ideation, copy variants, and asset generation).

Work Experience

MakeMyTrip, Gurgaon / UX Designer II

Apr 2024 - Present

- Optimised **complex UX flows** across the **Hotels funnel (web & mobile)**, directly impacting **booking usability** and **conversion**
- Led **end-to-end UX** and validated **25+ features** for the **Homestays & Villas funnel**, improving discovery and conversion efficiency.
- Contributed to **34% YoY traffic growth**, **4% conversion** uplift, and **21% YoY Room Night** growth through continuous funnel improvements and feature experimentation

Key Projects & Impact:

- Food & Dining:** Simplified meal info; **+5.5% conversion uplift** (Homestays), **+3% (Hotels)**, **+8.8% meal attach rate**
- Homestays Landing Page:** Revamped experience to improve visibility, efficiency, and personalisation leading to **2x engagement**, **+2.4% conversion** uplift, **+9% entire-property visit share**
- Masterfile Cleanup:** Standardised components for **2x faster**, consistent delivery.

PricewaterhouseCoopers (PwC), Mumbai / UX Designer

Jun 2022 - Oct 2023

- Completed a **UI design overhaul** for Reserve Bank of India (RBI) by designing development-ready **1800+ responsive** (web & app), **WCAG compliant** screens for **information discovery**
- Increased **task completion rate by 95%+**, elevated **NPS from 2 to 80**, and user session time. Secured an **8.8 CSAT** score based on user testing
- Designed Polycab Experts Loyalty App that scaled to **2,00,000+ electricians and retailers**, improving engagement, **automating 90% of manual processes**, and ensuring **100% KYC compliance**

Harvard T.H. Chan School of Public Health (D-Lab) / Design Strategist

Oct 2021 - Mar 2022

- In Sketch Tomorrow Phase 2: Whole Life, **analysed behaviour patterns from over 1.2K households in 15 countries** and identified key **insights** that focused on improving quality of life after COVID-19
- Led ideation sprints** with 4 team members which focused on system design enhancements, leveraging a user-centric approach

LearningMate, Mumbai / Innovation Design Intern

May 2021 - Oct 2021

- Identified problems and created an **updated media repository** that enhanced **productivity by 40%** and collaboration between teams
- Proposed an augmented reality (AR) solution to boost students' comprehension of celestial concepts, fostering curiosity and logical reasoning that aimed to improve **subject recall by 30%**

Publication

Springer Journal - Design in the Era of Industry 4.0 / Published Author

Jul 2023

Research paper titled 'A Design-Based Study to Assist Claustrophobics in Overcoming Fears'. https://doi.org/10.1007/978-981-99-0293-4_41

Awards & Recognition

Super Tripper of the Quarter / Apr 2025

MakeMyTrip, Gurgaon

Speaker & Author / Jan 2023

International Conference on Research into Design (ICoRD'23) | Indian Institute of Science (IISc), Bangalore

Dazzling Debut Award / Dec 2022

PricewaterhouseCoopers (PwC India)

Space | Winner (Any Category) / Aug 2022

D'Source Design Challenge (DDSDC) | IIT Bombay, IDC School of Design

Pebbles | Finalist (Product Design) / Oct 2021

Taiwan International Student Design Competition (TISDC)

Me-Time | Finalist (Top 8) / Jan 2021

Stanford Longevity Design Challenge | Stanford University

Skills

Design & Product

Research, Interviews, Personas, User flows, Heuristic Evaluation, Information Architecture, Competitive Benchmarking, Wireframing, Prototyping, Accessibility, Design Systems, Usability Testing, RTL awareness, Funnel Analysis, A/B Testing, Systems Thinking

Tools & Platforms

Figma, FigJam, Figma Make, Miro, Zeplin, Adobe Suite (XD, Illustrator, Firefly, After Effects, Premiere Pro), Azure DevOps, Jira, Confluence, ChatGPT, Gemini

Education

Indian Institute of Technology (IIT) Roorkee

Professional Certificate In Product Management

Apr 2024 - Nov 2024

Narsee Monjee Institute of Management Studies (NMIMS), Mumbai

Bachelor of Design in Humanising Technology

• CGPA: 3.37/4.00

Jul 2018 - Apr 2022

The Shri Ram School, Aravali, Gurgaon

ICSE, ISC Science (PCM + Fine Arts)

Apr 2016 - Apr 2018