Nikita Bhatnagar
Product Designer

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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**.

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

Wipe Out | Winner (Game Design) / May 2020
D'Source Design Challenge (DDSDC) | IIT Bombay, IDC School of Design

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, Miro, Zeplin, Adobe Suite (XD, Illustrator), Azure DevOps, Jira, Confluence

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