

# Nikita Bhatnagar

## Product Designer



Dubai, UAE



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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 in an **agile** environment. 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

#### Careem Technologies, Dubai / Product Designer

Apr 2026 - Present

- Conducted **on-ground user research** with captains through observations and focus groups, **translating insights** into early **user flows and AI-assisted wireframes** to support product alignment
- Role impacted by company restructuring shortly after joining

#### MakeMyTrip, Gurgaon / UX Designer II

Apr 2024 - Apr 2026

- 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:

- Room Combos:** Improved room selection decisions; **28% attach rate**, **~2% GMV uplift**
- Homestays Landing Page:** Revamped experience to improve visibility, efficiency, and personalisation leading to **2x engagement**, **+2.4% conversion** uplift, **+9% entire-property visit share**
- Food & Dining:** Simplified meal info; **+5.5% conversion** uplift (Homestays), **+3% (Hotels)**, **+8.8% meal attach rate**

#### 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**. Secured **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](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, Figma Make, Miro, Zeplin, Adobe Suite (XD, Illustrator, Firefly, After Effects, Premiere Pro), Azure DevOps, Jira, Confluence, Slack, ChatGPT, Gemini, Claude

### 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