

NITESH KASHYAP

SENIOR PRODUCT DESIGNER & CONSULTANT

SUMMARY

Experienced Product Designer with 8+ years of expertise in Human-Centered Design, leading the end-to-end design and delivery of impactful digital solutions. Expert in applying UX/UI best practices and design thinking methodologies to solve complex problems for public and private sector clients. Skilled in building client relationships, mentoring designers, and leading collaborative teams to deliver inclusive, user-focused solutions with lasting impact.

EXPERIENCE

Senior Human-Centered Design Consultant

(Nov 2021 - present)

Deloitte - Chicago, Illinois

- Led user-centered design and delivery of digital solutions for State & Local Government clients, leveraging HCD principles to transform public service experiences and drive measurable improvements in citizen outcomes.
- Directed cross-functional teams through user research, prototyping, and iterative usability testing, launching award-winning digital applications—including a high-traffic tracker accessed by nearly 2 million residents, recognized for significantly reducing client call volumes.
- Built and nurtured strong client partnerships, providing strategic HCD guidance and actionable insights to inform product vision and roadmap.
- Mentored and upskilled junior designers, fostering a culture of innovation and continuous learning across the team.
- Spearheaded onboarding and engagement initiatives, enhancing team integration, collaboration, and knowledge-sharing within the GPS practice.

UX/UI Designer + Researcher

(Jul 2021 - Nov 2021)

Freelance - Remote

- Designed, researched, and developed a consulting tool to evaluate design responsibility at organizational, team, and individual levels, improving assessment accuracy and streamlining evaluation workflows.

Visual Designer

(Jul 2016 - May 2018)

Chaos Design - Gurgaon, India

- Served as an interdisciplinary designer, seamlessly transitioning between roles such as Art Director, Communication Designer, and Design Lead to meet diverse project needs.
- Managed and collaborated with cross-functional teams—including design, content, and strategy—to deliver impactful digital and physical communications from concept through execution under tight deadlines. Developed and presented creative, research-driven solutions for clients across industries such as lifestyle, energy, finance, and consumer goods.

- Designed user-centered experiences across multiple mediums—web, print, motion graphics, and spatial design—ensuring alignment with client goals and maximizing audience engagement.

Assistant Graphic and Communication Designer

(Jun 2016 - Jul 2016)

Loco Design - Gurgaon, India

- Conceptualized and executed creative communication strategies and visual concepts for high-impact advertising campaigns.
- Designed innovative, user-centric websites by aligning brand positioning and marketing objectives with audience needs and behaviors, elevating brand presence and engagement.

EDUCATION

Savannah College of Art and Design (SCAD)

(2018 - 2021)

Master of Fine Arts - Industrial Design

Savannah, USA

Pearl Academy

(2012 - 2016)

Bachelor of Arts (Honors) - Communication Design

New Delhi, India

SKILLS

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|--------------------------------|--------------------------------------|--------------------------------------|
| • <i>Human-Centered Design</i> | • <i>Usability Testing</i> | • <i>Team Leadership</i> |
| • <i>UX/UI Design</i> | • <i>Accessibility-First Design</i> | • <i>Stakeholder Management</i> |
| • <i>Design Thinking</i> | • <i>Prototyping and Wireframing</i> | • <i>Mentorship</i> |
| • <i>User Research</i> | • <i>Information Architecture</i> | • <i>Good communication skill</i> |
| • <i>Product Strategy</i> | • <i>Data Analysis</i> | • <i>Great problem solving skill</i> |

TOOLS

- | | | |
|-------------------|----------------------|---------------------------------|
| • <i>Figma</i> | • <i>Photoshop</i> | • <i>Azure</i> |
| • <i>Adobe XD</i> | • <i>Illustrator</i> | • <i>Jira</i> |
| • <i>Miro</i> | • <i>InDesign</i> | • <i>Adobe Creative Suite</i> |
| • <i>Mural</i> | • <i>Zeplin</i> | • <i>Microsoft Office Suite</i> |

AWARDS & EXHIBITS

- **SCAD Achievement Grad Scholarship** (Savannah College of Art & Design / 2018- 2021)
- **CRLA Certified Mentor** (Savannah College of Art & Design / Dec 2020)
- **Immersive Video Art** exhibited for “**No Palindrome**” art show curated for “**The Wrong Biennale 2020**” (New York / Feb 2020)
- “**Most Innovative Project Award**” (Pearl Academy / 2016)
- “**Pearl Excellence Award**” (2015-2016)