NIKITA HARIA

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"I create meaningful experiences through design, always putting the user at the center. I'm an enthusiastic, passionate and driven UX/UI designer who thrives for innovation, strategy and creative thinking."

Portfolio.

nikitaharia.com

Skills.

Design Skills
User Experience. User Research.
User Interface. Story Mapping.
User Journey mapping. Discovery.
Data Synthesis. Graphics.
High and Low Fidelity prototyping.

Other Skills
Stakeholder Management. Agile.
Customer Success. Product
Management. Product Owner.
Animation.

Tools.

Figma	Photoshop (Basic)
Sketch	Pendo
Invision	Jira & Confluence
Axure RP	Dovetail
Zeplin	Prodpad
Illustrator	Canva video
InDesign	

Education.

Brunel University (2011 - 2015)

BA Industrial Design & Technology
Second Class (Upper) Honours (2.1)

Woodhouse College (2009 - 2011)

Product Design (A)
Mathematics (A)
Chemistry (B)
Biology (B)

Experience.

Qinecsa (Reportum) Health Tech / Lead User Experience Designer
Sept 2022 - present

Working as the Lead UX/UI designer, as the first hired within the product team to establish design principals and design strategy within the company.

Working within the product and design team and across squads of engineers to develop a web-app for pharmacovigilance and drug safety. Within 6 months I created and embedded a design system (WCAG 2.2 compliant) and user centric thinking into the core part of product, design and development. I hired, manage, and am mentoring a mid-weight designer.

I have run multiple 1 day and 5 day in person/remote workshops with customers all over the world to uncover needs and assess MVP requirements and perform usability tests with participants ranging from 1 to 50 people.

Day to day I manage internal and external stakeholder expectations, work closely with engineers and PMs to deliver features, and ensure consistency in design. I have driven the importance of having a responsive and accessible platform working within WCAG. My work on my most recent project has helped to bring in an extra £500k in ARR, measured using key results.

Adthena AdTech/ Senior UX/UI designer
Jan 2019 - Sept 2022

Working as a UX/UI designer within squads of engineers to develop a web-app for search intelligence. Using Ai and Machine learning technologies to generate our data, I am responsible for the design of features and visualisations of data we deliver to our customers. I work throughout the product and design life cycle: Assess, Discovery, Delivery and Optimise.

Conducted and synthesised user research to understand user needs, and transformed these into designs with all risks mitigated across the business, for the customer and our engineers.

My work has generated over £3 million in ARR. Results tracked through OKRs and Key results.

Day to day I manage stakeholder expectations, work closely with engineers delivering features and with other members of the design team to give feedback and ensure consistency across our designs.

I have also hired, onboarded and mentored designers.

Experience - continued.

Blossom Educational EdTech/ Founding Senior UX/UI designer
Jul 2015 - Oct 2018

Worked as a Senior UX/UI designer to help develop a web-app, mobile iOS and Android application and website for early years education. Extensive research on the early years sector was carried out to understand needs and pain points and mitigate usability risks through functional prototypes.

As a Product Owner I managed the technology team's tasks, working in an agile process, creating stories and running sprint ceremonies. I also worked closely with engineers to ensure all tasks were feasible and deliverable within time frames promised to customers.

As their first employee, I helped build and scale the company to 15 people before my departure. I developed business management and stakeholder management skills.

Instinct Studios FinTech agency / User Experience Architect
Jul 2013 - Aug 2014

Worked alongside fellow UX designers to create world class experiences for the financial services sector. Worked on projects for AXA, Swift Cover, Skandia and Old Mutual Wealth. Conducted research, created wireframes, specifications and assisted with UI design. Also managed stakeholders and customer expectations with delivery and design.