

Rhea Pathak Nawaz

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Work Experience

Product Designer and Strategist

San Francisco, CA, USA

Enso Village, Kendal Corporation

2024

- Developed ADA-compliant navigation aids, reducing wayfinding time by 20% for senior residents across 5 campus buildings, leveraging insights from 30+ storyboard reviews.
- Designed and tested three interactive prototypes for a campus navigation system, gathering feedback from over 40 users to refine user interface elements that increased engagement by removing barriers in the design process.
- Collaborated with cross-functional teams (engineering, research) to improve task completion rates by 25% through wireframes and user flows aligned with UX/UI standards.
- Conducted in-depth analysis of feedback gathered from over 50 usability tests and iterated on prototypes to enhance navigation efficiency by 30%, ensuring full compliance with ADA standards throughout the process.

Founding Product Designer

India

Kredey

2022 - 2023

- Spearheaded the development of a user-centered design system in Figma and Adobe Creative Cloud, accelerating feature delivery by 30% and ensuring consistency of branding, product concepts, and design patterns across the platform.
- Led and influenced the product design of a content-sharing platform, enhancing customer experience by 25% through iterative design and user-centered design thinking.
- Improved content discoverability by 40% with a new categorization and tagging system, based on user feedback, product marketing and strategy, and detailed prototypes.
- Conducted user research and iterative usability testing, refining designs to boost conversion rates by 20% through cross-functional collaboration with the founder, engineers, and product managers.

Projects

Zero/Out – Food Waste Reduction Project

San Francisco, CA, USA

Role: UX/UI Designer and Strategist | California College of the Arts

2024

- Proposed a mobile application that enables users to track expiration dates and manage grocery lists; achieved a 40% reduction in household food waste over three months, positively impacting sustainability efforts.
- Orchestrated agile collaborative sessions with stakeholders to clarify business objectives and understand user pain points; introduced a food-waste reduction tool that garnered positive feedback from 95% of initial users surveyed, meeting customer needs.
- Prototyped and analyzed design solutions through 10+ iterations, leading to a 30% reduction in food waste among users and an overall increase in customer satisfaction.
- Established a comprehensive design system that unified branding elements across 15+ retail environments, resulting in a consistent user experience that enhanced customer satisfaction ratings by 25%.

Skills

Tools: Figma (Experienced), Photoshop (Advanced), Illustrator, Sketch, Adobe XD, ProtoPie, Spline, Miro, Adobe Creative Suite, InDesign, Axure

User Experience Design: Wireframing, Prototyping, Design Systems (Experienced), Information Architecture (Advanced),

UX Research: Usability testing (Experienced, Contextual Inquiry, Diary study, Stakeholder Analysis, User Personas, Design Strategy, User Interviews, User Journeys, Journey Maps, Heuristic Analysis, Storyboarding

Other: Motion Design, 2D Animation, Slack, Notion, Visual Design, Typography, Iconography, Cross-platform design (Responsive Web, Mobile, Email, Print), UX/UI Trends, HTML, CSS

Education

California College of the Arts

Master of Design, Human-Computer Interaction

2024

Mount Carmel College

Bachelor of Science, Chemistry, Zoology, Environmental Science

2022