

NUPUR DIWAN

UI/UX PRODUCT DESIGNER

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SUMMARY

UI/UX Product Designer with an MS in Human-Centered Design and hands-on experience owning 0-to-1 product design across B2B and B2C contexts. I lead end-to-end design from research to high-fidelity delivery, working closely with cross-functional teams to connect user insights with product decisions.

SKILLS

Design: Product Design, Interaction Design, Wireframing, Prototyping, User flow, Information Architecture, Information Visualization, Design Systems, Responsive Design, WCAG / Accessibility Standards

Research: User Research, Journey Mapping, Competitive Analysis, Affinity mapping, User Personas, Storyboarding, User Interviews, Surveying, Usability Testing, Data Analysis, A/B Testing

Tools: Figma (components, variables, auto-layout, dev handoff), Adobe XD, Adobe Creative Suite, Miro, Qualtrics, Tableau

Process & Collaboration: Cross-functional collaboration, Stakeholder management & communication, Design Thinking, Project management, Agile/iterative workflows, Workshop facilitation, Documentation & Delivery

DESIGN EXPERIENCE

Visita - A collaborative trip management app

September 2024 - April 2025

UX Researcher & UI/UX Designer, University of Michigan - Dearborn

- Resolved critical trip-planning pain points through targeted user research and intuitive user flows, achieving a System Usability Scale (SUS) score of 92.08 on high-fidelity Figma prototypes
- Designed end-to-end UX deliverables in Figma, including personas, journey maps, information architecture, and high-fidelity UI, alongside a component-based design system and brand style guide built to WCAG accessibility standards
- Designed an AI-powered chatbot and recommendation engine for personalized travel suggestions, aligning UX flows with technical constraints and content strategy

AI-migo - an AI companion mobile app

September – December 2023

UX Researcher & UI/UX Designer, University of Michigan - Dearborn

- Synthesized user research findings from literature review, interviews, and competitive analysis into actionable design requirements for an emotional support app
- Achieved 90.9% satisfaction rating through iterative testing across four core modes, confirming Chat and Listen functions' effectiveness and daily usage potential
- Built user journeys, wireframes, and interactive prototypes in Adobe XD, iterating through feedback rounds to improve accessibility and navigation

WORK EXPERIENCE

Product Designer & Academic Manager, K12 Techno Services Pvt. Ltd.

December 2019 - November 2021

Designed and launched 0-to-1 K-12 learning products across B2B school networks and B2C home learning contexts, leading cross-functional teams from discovery through delivery.

- Conducted mixed-method research with 500+ stakeholders across multiple user groups through interviews, surveys, and field observations, translating findings into product structure and design requirements
- Designed the art education product from concept to launch, used and implemented by 80+ professionals across multiple B2B locations, achieving 95% educator satisfaction and 85% reported learner engagement
- Led a 10+ person cross-functional team through iterative weekly workflows, coordinating deliverables across book content, activity mapping, and product design to hit all milestones across a multi-location rollout
- Scaled a 200+ video content library to 1.6K+ subscribers and 100+ network instructors by building content strategy, information architecture, and production documentation from scratch

UX-Focused Content Designer / Curriculum Planner, K12 Techno Services Pvt. Ltd.

May - November 2019

Designed a K-12 curriculum product centered on usability for both professionals and end users.

- Conducted ethnographic research and user interviews with educators and students to map learning needs, synthesizing findings into lesson flows and content structures with clear information architecture
- Designed accessible instructional materials and training modules that simplified workflows and increased task efficiency for educators, driving higher adoption rates
- Collaborated with designers and subject experts in cross-functional workshops to establish consistent visual patterns and structural standards across multiple grades and content types

EDUCATION

MS in Human-centered Design and Engineering | Concentration - UX Design

2025

University of Michigan - Dearborn

GPA 4.0/4.0, High Distinction

MSc in Applied Genetics

Bangalore University