

NUPUR DIWAN

UI/UX PRODUCT DESIGNER

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SUMMARY

UI/UX Product Designer with a Master's in Human-Centered Design and experience leading 0-to-1 products for different audiences across B2B and B2C contexts. I've owned end-to-end experiences, worked closely with cross-functional teams, and aligned design decisions with user insights and organizational goals.

SKILLS

Design: User-Centered Design, Product Design, Interaction Design, Wireframing, Prototyping, User flow, Information Architecture, Information Visualization, Design Systems, Responsive Design, Accessible Design

Research: User Research, Journey Mapping, Competitive Analysis, User Personas, Storyboarding, User Interviews, Surveying, Usability Testing, Data Analysis, A/B Testing, Synthesizing findings into product requirements and content strategy

Tools: Figma, Adobe XD, Adobe Creative Suite, Sketch, Miro, Balsamiq, Protopie, Tableau, Qualtrics

Process & Collaboration: Cross-functional collaboration, Stakeholder management & communication, Design/Project leadership, Design Thinking, Prototyping & Rapid Iteration, Project management, Agile/iterative workflows, Workshop facilitation, Documentation & Delivery, B2B stakeholders and B2C users

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
- Delivered end-to-end product design, including personas, journey maps, information architecture, high-fidelity UI, and a component-based design system and brand style guide, incorporating accessibility considerations (contrast, typography, clear affordances) to support inclusive, WCAG-informed experiences.
- 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

- Conducted user research, including literature review, competitive analysis, and interviews to identify emotional support needs and connection barriers.
- Applied user-centered design methods to define interaction patterns, UI layouts, and engagement flows for mode switching and messaging.
- Defined user journeys, wireframes, and interactive Adobe XD prototypes across four core modes (Listen, Chat, Play, Connect), iterating with feedback to optimize accessibility, navigation, and emotional resonance.

WORK EXPERIENCE

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

December 2019 - November 2021

Led 0-to-1 design and rollout of K-12 learning products across a multi-location school network, managing cross-functional teams through discovery, design, and delivery phases.

- Conducted mixed-method research with 500+ stakeholders across multiple user groups through interviews, surveys, and field observations to validate needs and shape product structure
- 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 cross-functional team of 10+ content designers/planners across multiple departments, managing design workflows and stakeholder coordination to deliver all projects on time while ensuring consistent user experience

- Established design standards and visual guidelines to maintain consistency across multiple locations, creating documentation that enabled autonomous implementation
- Designed B2C homeschool products from a zero baseline for non-expert users, simplifying complex content into accessible formats that enabled consistent home implementation
- Owned scripts, content flow, and documentation for YouTube resource repository with 200+ instructional videos, creating content strategy and information architecture as core product resource that reached 1.6K+ subscribers and 100+ network instructors, plus external users

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

May - November 2019

Applied human-centered design principles to develop a K-12 curriculum product, focusing on usability for professionals and end users.

- Conducted ethnographic study and user interviews to map diverse learning needs, synthesizing insights into intuitive lesson flows with clear information architecture
- Designed accessible instructional materials and training modules that simplified workflows and increased task efficiency for educators, driving higher adoption rates
- Optimized UX of the curriculum product through iterative design cycles informed by behavioral insights and professional feedback, improving usability alignment between planned content and practical implementation
- Collaborated with designers and subject experts 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

M.Sc. in Applied Genetics

2017

Bangalore University