

Nishtha Shukla

Bengaluru, Karnataka, India

nishthashukla.com **|** ***linkedin.com/in/nishthaashukla*** **|** ***nishtha.reachme@gmail.com***

I am a product designer. I spend a lot of time thinking about the interface, how it looks, how it feels, and how it behaves. I try to keep things simple, human, and a little fun. I care about making technology feel human, thoughtful and emotionally intelligent, because that's what people remember and return to.

Work Experience

Independent Designer

Product Designer | Dec 2025 - Present | Bengaluru, India

Dula care

- Collaborated with another designer to build a zero-to-one MVP. Starting from feature requirements and translating them into end-to-end user flows.
- Designed for a very specific user: A pregnant woman, where that single insight drove every decision, from navigation and information architecture to typography, colour, and motion.
- Delivered a complete, investor-ready prototype of the full app experience.

Outfit Formulas

- Designed and led end-to-end styling app from scratch, for women above 40 in the US.
- Established the complete visual language of the app: typography, colour, iconography, and motion, giving the product a cohesive identity from day one.
- Built a comprehensive style guide and component library to ensure the product could scale consistently across future features.
- Designed motion and micro-interactions to make the experience feel polished, intentional and handoff-ready for engineering.

Upload Digital

UI/UX Designer | Feb 2025 - Dec 2025 | Bengaluru, India

- Designed and led website design projects from early ideation and wireframes to high-fidelity prototypes.
- Collaborated with Product, Marketing, and client teams- from understanding requirements to pitching and validating design decisions.
- Explored and applied AI tools and workflows to reduce iteration cycles and improve output quality.
- Worked across product and marketing design, contributing to visual identity, campaign assets, and brand communication alongside core UX work.

Cautio

Product Designer | May 2024 - Feb 2025 | Bengaluru, India

- Designed and led product design for a data-intensive SaaS dashboard focused on dash-cam analytics, from discovery to delivery.
- Conducted user research and usability testing to inform and validate design decisions with the product manager.
- Worked with the engineering team to understand technical constraints and design within them, without compromising on the user experience.
- Built and maintained a design system and style library to support product consistency at scale.
- Improved and simplified the overall UI and experience to a point where non tech savvy users could navigate independently, reducing support queries significantly.

Education

NIFT - National Institute of Fashion Technology

Bachelor's of Design | 8.8 CGPA

Relevant course: Human-centred design, interaction design, Design & systems thinking

President, Student Council | Member, Cultural Club | Member, Sports Club

Skills

Product Design

Product Design | Interaction Design | Data-Driven Design | Usability Testing | User Research | User Journey mapping | Information Architecture

System and SaaS

Dashboards | Design Systems | B2B and SaaS UX | Data-driven Interfaces

Tools

Prototyping (low & high fidelity) | Figma | Jira | Adobe Creative Suite | HTML/CSS (Working Knowledge) | Blender

Awards and Recognitions

Co - Curricular Activities

- 2nd Place at The Artist Gallery Young Photo Contest (Represented India)
- Winner of National Seminar by Vogue Institute of Art & Design
- Campus winner of Royal Enfield Art of Motor cycling S3
- Head of Production and Design team, NIFT