

Niki Grewal

CONTACT

grewal.niki@gmail.com
620.926.1209
www.nikigrewal.com
Austin, TX

SUMMARY

I am an **Interaction Designer** with a foundation in **Usability, User Research** and **Market Research**.

I strive to understand the complexities of human interactions with products to ensure a human-centered design solution.

SKILLS

Interaction Design	Research Design
Wireframing	Usability Testing
Prototyping	Persona Creation
Heuristic Evaluation	User Interviews

TOOLS

Adobe Illustrator	●●●●○
Axure RP	●●●●○
Sketch	●●●●○
Microsoft Office Suite	●●●●○
Adobe Photoshop	●●●○○

EDUCATION

University of Texas | Austin, TX
M.A. Advertising | 2013
Specialization: Research & Strategy

University of Kansas | Lawrence, KS
B.A. History, International Studies
Minor: Business | 2011

EXPERIENCE

DELL INC.

Senior User Experience Designer
April 2014 - Present

- Lead design and research for Enterprise and Consumer software and hardware products (efforts include Information Architecture, Interaction Design and Visual Design overhauls).
- Collaborate with marketing and product teams to design new features (20+ features & 150+ user stories), improve existing workflows, and write UI copy.
- Assess project/team needs to develop deliverables as interactive prototypes (in Axure) or static wireframes.
- Plan and conduct user research and usability testing, generate insights, and provide creative recommendations/solutions to product teams for a variety of enterprise products.

COGNITIVE SCALE

User Experience & Digital Strategy
February 2014 - April 2014

Created design concepts for Deloitte app demo. Developed SEO and digital strategy which was implemented to foster relationships with target audiences across social media platforms.

RED++

Graduate Project: Mobile App Concept & Design
August 2013 - December 2013

Designed a medical alert app that monitors physical activity and alerts designated emergency contacts when vitals go out-of-range. Final prototype presented to a panel of Dell & HP UX professionals.

YOUNG AND RUBICAM (Y&R)

Shopper Marketing & Planning Intern
June 2013 - August 2013

Profiled Hispanic shopping behaviors and purchase drivers to win Unilever shopper marketing business.

GOOGLE & STARCOM MEDIAVEST GROUP

Graduate Consulting Projects
September 2012 - December 2012

Google: Developed a launch strategy for the Google FieldTrip App on iOS. Defined user personas, designed a digital marketing campaign, and determined metrics to measure success and long-term sustainability of the application.

Starcom MediaVest Group: Tasked to generate an understanding of consumer awareness/perception of the digital ecosystem for client, Microsoft. Final recommendations focused on brand loyalty and its impact on purchase decisions.