

Niki Grewal

CONTACT

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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 user-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 efforts for Enterprise and Consumer products including IA, Interaction and Visual Design overhauls.
- Collaborate with marketing and product teams to design new features, improve existing workflows, and write UI copy.
- Produce design deliverables in a variety of design tools.
- Plan and conduct user research and usability testing to inform product decisions.
- Lead, train and mentor junior designers through the research and design process.

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.