

# Hema Nookala

## Sr. Product Designer

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### PROFILE

I am an innovative Product Designer with 4+ years of leveraging creativity, data analytics, and effective team collaborations to create engaging experiences. I enjoy the process of dissecting ambiguous user requirements and complex problems, and addressing them with visual design elements. I have designed products from enterprise legal software to MVP consumer products.

### PROFESSIONAL EXPERIENCE

#### **User Experience Manager • PCLaw | Time Matters • Markham, ON**

**Oct 2022 – June 2023**

Translated business opportunities & strategic objectives by refining products to create valuable user experiences.

- ⇒ Enhanced product value proposition through data-led decision making from 20+ user interviews, surveys and observations.
- ⇒ Led cross-functional collaboration with a diverse team of 30+ stakeholders, resulting in innovation design concepts through 15+ discovery sessions using design thinking methods, design critiques, and brainstorming sessions.
- ⇒ Launched 15 new production features for enterprise software, supporting the engineering team with wireframes, prototypes, high-fidelity designs and consistent design standards.
- ⇒ Increased speed of feature design by 50%, and improved development understanding by building an atomic design system.

#### **UX/UI Designer/User Experience Team Lead • Maropost • Toronto, ON**

**Aug 2021 – Sep 2022**

Led a global team of five UX designers, supporting 30+ projects for multiple agile teams.

- ⇒ Drove data-driven decision-making by conducting client surveys, 15+ user interviews and 10+ usability tests, providing actionable insights for design improvements for features, information architecture and workflows.
- ⇒ Collaboratively created wireframes, usage scenarios, prototypes and usability tests, streamlining product-development process.

#### **Management Consultant • Mensana • Toronto, ON**

**June 2019 – Feb 2021**

Utilized ethnographic research, executive interviews & focus groups to identify key areas to focus on for improving productivity and profitability at 5+ client sites across North America.

- ⇒ Developed user-friendly process management tools for clients to ease planning, measuring, and execution initiatives.
- ⇒ Collaborated with management and engaged 50+ employees to spearhead efficiency improvements, involving data analysis.

### EDUCATION

**Master of Industrial Engineering in Human Factors & User-Centered Design** • University of Toronto • Toronto, ON • 2023

**Diploma in User Experience Design (Teaching Assistant)** • BrainStation • 2021

**Bachelor of Mechanical Engineering (Honour List)** • University of Toronto • Toronto, ON • 2019

### SKILLS

Web & Mobile UI Design • Human-Automation Interaction • Usability Testing • User Interviews • Ethnographic Studies • Design System Creation • Design for Accessibility • Figma Design & Prototyping • Excel Data Visualization • Problem Solving • Product Design Process • User Research • Insights Analysis • Leadership • Information Architecture • Figma • InVision • Balsamiq • Miro • UserTesting.com • Slack • Trello • Zeroheight • Gainsight • Jira • Whimsical • Microsoft Suite • Contrast Checker Tools