

Hema Nookala

Product Designer

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PROFILE

I am an innovative Product Designer, 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 experience working in start-up SaaS environments, in the marketing, legal and education industry.

PROFESSIONAL EXPERIENCE

SkillsWave • Toronto, ON

February 2024 – Current

Conduct end-to-end product design, from discovery to monitoring, to create brand new features and improve current functionality

- ⇒ Designed user flows, wireframes, and high-fidelity prototypes in Figma & Rive to communicate design concepts clearly across cross-functional teams.
- ⇒ Improved decision-making capabilities by running usability tests, interviews and focus groups with 50+ users
- ⇒ Led the design process for development of a new self-serve onboarding experience, extending the reach of our platform

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.

- ⇒ Improved speed of feature discovery by 30% through implementation of UX design process into product-development cycle.
- ⇒ Enhanced product value proposition through data-led decision making from 20+ user interviews, surveys and observations.
- ⇒ Launched 15 new production features for enterprise software, supporting the engineering team with wireframes, prototypes, high-fidelity designs, information architecture, user-based testing plans and consistent design standards.

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

Aug 2021 – Sep 2022

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

- ⇒ 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.

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.

- ⇒ Engaged 50+ employees through surveys, interviews, and data analysis to spearhead efficiency improvements in the workplace.

EDUCATION

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

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

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