

Nisha Charagulla

[email](#)

[nishas.design](#)

[linkedin](#)

Experience

LeanData - UX Designer (May 2022 - Present)

Santa Clara, CA

- Led the design of LeanData's scheduling system ([BookIt](#) calendar), launched the product, and grew to ~200 customers (\$2MM ARR).
- Designed 100+ features including group scheduling, immediate availability scheduling, and built a Chrome [extension](#).
- Maintained detailed style guides and design systems, collaborated with product managers, developers, and product leadership.
- Conducted user interviews and usability testing for Leandata's main product offerings, which grew 25% to reach \$50MM+ in ARR.
- Collaborated closely with designers and created frameworks and processes to ensure longevity and consistency.

Tech4Good - UX Researcher (September 2021 - May 2022)

Santa Cruz, CA

- Conducted in-depth 90 minute user interviews to collect data for synthesis, analysis, reflection, and design implementation.
- Collaborated on a [publication](#) exploring the intersection of personal agency, algorithmic group assignment, and self-organized consensus-seeking in small group dynamics.
- Performed heuristic evaluations and usability tests to assess and improve designs related to group interaction.
- Analyzed group formation processes, identifying 4 key challenges in self-assembled small groups and their impact on stability and collective fit.

Hudl - Product Design Intern (June 2021 - September 2021)

Remote

- Redesigned the [Hudl Focus](#) camera app, improving Calibration, Installation and Activation processes and reducing support issues.
- Implemented user-centric changes to the app, increasing successful first-time installations by 40% and satisfaction scores by 20%.
- Directed Navigation Research project on customer installation and onboarding, and guided user interviews and brainstorming sessions to unpack internal app issues.
- Facilitated ~10 Design Working Sessions, presented findings to hardware designers, which led to 3 major product improvements.

Creative Tech Design - UX Design Lead (September 2020 - May 2021)

Santa Cruz, CA

- Organized 5 workshops on Resume Building, Portfolio Development, and UX Design techniques, with 200+ attendees.
- Led a team of 8 to manage social media platforms, increasing engagement by 40% across all channels.
- Planned and executed a joint Designathon with UCSC and UC Davis, attracting 150 participants from 3 universities. Implemented goal-tracking system for internal team, improving project completion rate by 25%.

Qortor - UX Designer and Researcher (December 2019 - August 2020)

Remote

- Organized user interviews, maintained client databases, and analyzed findings for design iterations.
- Constructed and examined usability tests and product demos for product refinement and matching user needs.

Education

University of California, Santa Cruz (2018 - 2022)

B.S. Cognitive Science

- **Achievements:** Dean's Honor List (2019-2021), GPA: 3.7
- **Coursework:** Human-Centered Design, 2D Animation, Data Structures and Algorithms, Computational Models, Cognitive Neuroscience, Game Design, Linguistics, Research Methods in Psychology

Skills

UX Design: Figma, Adobe XD, Adobe Photoshop, Illustrator, After Effects, Mockups, Accessibility Design

UX Research: User Interviews, Usability Testing, A/B Testing, User Personas and Stories, Card Sort, Heuristic Analysis, Analytical Memos, Holistic Coding, Writing, Empathy Mapping