



NITIN ZENDE

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Why I AM UNIQUE AS A PRINCIPAL UX/UI DESIGNER

With over 20 years of experience, I bring a **creative mindset** and a **relentless problem-solving approach** to designing user experiences that are not just functional—but genuinely delightful. What set me apart are my **persistence**, **curiosity**, and **obsessive attention to detail**, which I apply to every stage of the design process—from discovery and ideation to prototyping and delivery.

With a strong foundation in **User-centered design (UCD)**, **Design Systems**, **Usability Principles**, and **Cross-Functional Collaboration**, I consistently aim to craft interfaces that are intuitive, inclusive, and aligned with business goals. My mission is simple: to create seamless, human-centered experiences that people love to use.

SPECIALTIES

I specialize in designing **Memorable, Engaging, and Consistent Customer Experiences** that bridge business goals with user needs. With a strong technical foundation in **Media**, **Online Pharmacy**, **Insurance Products**, and **Healthcare Data**, I bring **20 years of UX/UI design experience** and a deep understanding of **human behavior** to every project.

My expertise lies in translating complex requirements into user-centric design solutions. I bring end-to-end ownership of the **user interface design process**, including:

- Requirements gathering & refinement
- Task flows, user journeys & storyboards
- Wireframes, mock-ups & interactive prototypes
- Accessibility-aware, responsive visual design
- Design documentation & developer collaboration

Whether crafting experiences for enterprise platforms or customer-facing applications, I focus on usability, consistency, and delivering measurable product impact.

CORE COMPETENCY

- | | | |
|-------------------------|--------------------|-------------------------|
| ○ Human Centered Design | ○ User Personas | ○ Prototyping |
| ○ Analytics | ○ Graphic Design | ○ Design Specifications |
| ○ User Research | ○ Style Guide | ○ Usability Testing |
| ○ User Interviewing | ○ Wireframing | ○ A/B Testing |
| ○ Heuristic Evaluation | ○ Interface | ○ Accessibility |
| ○ Card Sorting | ○ Iterative Design | ○ Concept Testing |

- Qualitative Interviews
- Usability-Lab Studies
- Rapid Prototype development

TOOLS & TECHNOLOGIES

- Figma
- Adobe XD
- Adobe Photoshop
- Sketch App
- Invision
- Adobe Illustrator
- HTML
- CSS
- Microsoft Office

RESPONSIBILITIES

- Plan and conduct **user research** and **competitor analysis** to inform design decisions.
- Consult with clients to understand their **business goals** and communicate research findings effectively.
- Create **wireframes**, **storyboards**, **sitemaps**, and **user flows** to visualize user journeys and interactions.
- Develop and maintain **style guides** and reusable **UI component libraries** to ensure design consistency.
- Build **interactive prototypes** to validate concepts and gather stakeholder feedback.
- Develop detailed **personas** and **usage scenarios** to represent target users.
- Prepare and deliver **product demos** to stakeholders and end users.
- Collaborate closely with **Business Analysts, Developers, and QA teams** to ensure seamless design implementation.
- Conduct **usability testing** on final products to validate effectiveness and drive iterative improvements.

OPERATING SYSTEM

Windows
Mac OS

DESIGN SKILLS

Mockup design | Storyboard | Logo design| Newsletter | Print Packaging Design | Business Cards | Flyers | Brochures | Catalogs

DEVELOPMENT SKILLS

CSS3 | HTML5 | JavaScript | Responsive WebApp Design | Bootstrap | Wordpress

SUMMARY OF QUALIFICATIONS

- Bachelor of Commerce
- Professional Certified in Web Engineering, Multimedia & Design from Arena Multimedia.

- Diploma in Computer Programming Caliber Computers (I.T.E.S. recognized)

ACHIEVEMENT & CERTIFICATION

- Web Engineering, Arena Multimedia, 2002
- GenAI Assisted Engineer Certification, 2025

WORK EXPERIENCE

Projects Worked on at Virtusa.

Lead UX Consultant

**Client: United Health Group-
GenAI Test Model**

Technology: **Figma, FigJam**

Location: **Piscataway, New Jersey, USA**

Year: ***October 2024 – Till Date***

Project Overview:

Led UX support for a **Generative AI Test Model** initiative aimed at transforming how question-and-answer (Q&A) pairs are created, validated, and refined. Implemented a **Human-in-the-Loop (HITL)** approach to validate and refine AI-generated Q&As, ensuring accuracy and reliability.

- **Understanding Model Capabilities & Constraints:**
 - Collaborated with ML teams to understand the GenAI model's strengths, limitations, and behavior patterns to inform UX decisions.
- **User Needs & Use Case Definition:**
 - Conducted research to define real-world use cases where generative models add value; translated findings into actionable UX goals.
- **Prompt UX Design & Testing:**
 - Designed and iterated on user-facing prompts, few-shot examples, and instructions to optimize model performance and usability.
- **Feedback Loop Design:**
 - Created mechanisms for users to rate, edit, and fine-tune outputs, enabling iterative improvement and transparency.
- **Trust, Explainability, and Control:**
 - Developed UX strategies to improve user trust—such as output explanations, confidence indicators, and toggles for control over creativity vs. accuracy.
- **Error Handling & Hallucination Management:**
 - Designed workflows to address hallucinated or irrelevant responses, including fallback suggestions and clear model limitations.
- **Prototype & Validate AI-Driven Experiences:**

- Built and tested low- to high-fidelity prototypes (Figma, interactive tools) to validate interaction flows around GenAI-generated content.
- **Cross-functional Collaboration:**
 - Partnered with data scientists, engineers, and product managers to ensure seamless integration of UX insights into model training and UI delivery.

Lead UX Consultant

Computershare - Investor Center

Technology: **Figma, FigJam**

Location: **Piscataway, New Jersey, USA**

Year: **June 2024 to October 2024**

Project Overview:

Led the UX design for a **customer-centric, innovation-driven Investor Center Platform**, focused on delivering a seamless and intuitive experience for investors. The platform was built with a **modular, reusable architecture** to support long-term scalability and flexibility.

- **Client Engagement & Strategy:**
 - Consulted with clients to understand business goals, user needs, and success metrics.
 - Collaboratively defined product vision and UX strategy aligned with market and user expectations.
 - Considered complex journeys across multi-client, multi-regional, and multi-entity ecosystems.
- **Research & Validation:**
 - Led market research and user interviews to validate concepts and uncover insights.
 - Conducted usability testing to assess user behavior, identify pain points, and inform iterations.
 - Integrated accessibility standards to design inclusive experiences for a broader audience.
- **Design Execution:**
 - Created intuitive, responsive, and engaging visual and interaction designs.
 - Produced wireframes, storyboards, screen flows, and interactive prototypes to communicate ideas.
 - Made layout and interaction adjustments based on continuous user feedback and testing.
- **Collaboration & Delivery:**
 - Actively participated in feedback sessions to raise quality through collaborative design reviews.
 - Worked closely with developers to ensure accurate implementation of UI flows and adherence to the style guide.

UX/UI Architect

Client: RSL – Reliancematrix

Technology: **Figma, , FigJam, Invision**

Location: **Piscataway, New Jersey, USA**

Year: *October 2023 to May 2024*

Project Overview:

The goal was to deliver a **differentiated, unified claims experience** that supports customers and their employees during their most critical moments—**their moment of truth**. This initiative aimed to:

- Provide a **seamless, fully digital insurance claims experience** for claimants.
- **Increase productivity and operational efficiency** for claims examiners.
- Streamline **workflows and processes** to enable a **One Claim Customer Experience (CX)** across all products, companies, and market segments.
- Identify and optimize the **people, processes, structure, reporting, and operations** across the end-to-end **claims value chain**.

The result is a cohesive and scalable claims servicing model that enhances both **customer satisfaction** and **internal efficiency**.

- **Client & Strategic Engagement:**
 - Consulted with stakeholders to understand business goals and program objectives.
 - Provided strategic thinking and UX leadership throughout the product lifecycle.
- **Market & Competitive Research:**
 - Conducted analysis of similar insurance products to identify design trends and feature opportunities.
 - Benchmarked competitor experiences to inform design direction and innovation.
- **User Research & Persona Development:**
 - Captured users' hopes and fears, frustrations with the current experience, and expectations for the future.
 - Defined detailed claimant personas to ground the design in real user needs.
- **Journey Mapping & Experience Design:**
 - Led journey mapping exercises to document claimant actions, thoughts, pain points, and moments of opportunity.
 - Collaboratively ideated high-level conceptual journeys to envision an improved claimant experience.
- **UX & Interaction Design:**
 - Designed intuitive, usable, and engaging interactions and responsive visual designs.
 - Created wireframes, storyboards, screen flows, and interactive product prototypes using Figma.

- Ensured accessibility best practices to support a diverse and inclusive user base.
- **Usability Testing & Iteration:**
 - Conducted usability testing to gather user feedback and identify improvement areas.
 - Analyzed user behavior and feedback, iterating designs to optimize the user experience.
 - Made layout and content adjustments to improve clarity and satisfaction.
- **Cross-functional Collaboration:**
 - Engaged in regular design feedback sessions to elevate design quality through collaboration.
 - Coordinated closely with developers to communicate UI flows, interaction behaviors, and style guides.

UX/UI Architect

Client: Public Consulting Group LLC

Technology: Figma

Location: Piscataway, New Jersey, USA

Year: August 2022 – September 2023

Project Overview:

Supported the Department of Health Care Services (DHCS) under the \$1.85B PATH (Providing Access and Transforming Health) initiative—a five-year program to strengthen infrastructure and support vendors, CBOs, public hospitals, and other Medi-Cal delivery system partners. The WebPortal included a marketplace to connect users with qualified vendors.

- **Collaboration & Stakeholder Engagement:**
 - Worked closely with Product Owners to conceptualize, mock, and prototype user interfaces using Figma.
 - Partnered with globally distributed Software Development teams to ensure consistency and alignment with the product vision.
 - Actively engaged with stakeholders, clients, and leadership to present design concepts, architecture, and user flows.
- **UX Strategy & Design Systems:**
 - Advocated for UX best practices throughout the development cycle to elevate usability and maintain design integrity.
 - Collaborated with other designers to maintain a consistent experience across all products and platforms.
 - Followed the organization's design language to create high-fidelity prototypes from approved wireframes.
- **User Research & Insights:**

- Conducted user research activities to identify pain points, workflow gaps, and usability issues.
- Translated qualitative and quantitative feedback into actionable personas, user journeys, and user scenarios.
- Synthesized research findings into solutions that balanced user needs with project scope, budget, and timeline.

□ **Design Execution:**

- Designed and delivered user-centric experiences through concept development, site maps, navigation flows, and visual design.
- Created context-relevant materials to support product teams, including UI specifications, flow diagrams, and interaction notes.

UX/UI Lead Consultant-Technology
Client: Shift 4 Payments

Technology: **Figma**
 Location: **Piscataway, New Jersey, USA**
 Year: **June 2021 – July 2022**

Project Name:

Kitchen Display System – Restaurant

Designed a Kitchen Display System (KDS), a real-time digital dashboard integrated with Point of Sale (POS) systems to optimize kitchen operations. The system streamlines communication, manages food routing, and provides a centralized view of all active orders in commercial kitchens.

Incharge Native Mobile App – Restaurant

Designed a mobile application that delivers real-time reporting and analytics to restaurant managers, enabling data-driven decisions across single or multi-location operations. The app provided actionable insights into Total & Ticket Sales, Staff Performance, Table Management, and Order Tracking.

QR Pay Web Hybrid Application – Restaurant

Designed a web-based hybrid application enabling contactless ordering and payments via QR code scanning. The solution streamlines customer dining experiences by allowing direct-to-kitchen ordering and flexible payment options (including Apple Pay, Google Pay, and contactless cards), reducing staff workload and enhancing efficiency.

Customer Facing POS Device – Restaurant

Designed a digital customer-facing display application for restaurants to improve order accuracy, streamline checkout, and enhance the customer experience. The application provides real-time, itemized order details—including tax, discounts, loyalty benefits, and payment options—without disrupting the transaction flow. Supports contactless payments, including Apple Pay and Google Pay.

- **Client & Research Engagement:**
 - Consulted with restaurant stakeholders and kitchen staff to understand operational goals and kitchen workflows.
 - Conducted competitive analysis of similar KDS and POS-integrated solutions to identify design trends and product opportunities.
 - Performed customer analysis to assess gaps in current solutions and refine value propositions.
- **Mobile UX & Visual Design:**
 - Designed intuitive, engaging, and mobile-responsive user interfaces optimized for on-the-go restaurant managers.
 - Applied mobile design patterns and UI best practices to enhance usability and visual appeal.
- **User-Centered Design:**
 - Developed user personas and usage scenarios tailored to diverse kitchen roles (e.g., line cooks, expeditors).
 - Designed intuitive and responsive interactions with accessibility best practices to support diverse user needs in fast-paced environments.
 - Created wireframes, storyboards, and user flows to define and visualize the user journey.
- **Prototyping & Testing:**
 - Built interactive prototypes in Figma for stakeholder reviews and usability testing.
 - Conducted usability tests with end users to validate functionality, identify pain points, and improve clarity.
 - Analyzed user feedback and system activity to guide iterative design improvements and workflow refinements.
- **Agile Product Collaboration:**
 - Managed UX deliverables within Agile sprints using JIRA and Confluence.
 - Collaborated with developers to communicate UI flows, component behaviors, and style guide expectations.
 - Actively participated in sprint reviews and cross-functional feedback sessions to ensure design quality and consistency.
- **Research & Innovation:**
 - Researched emerging mobile UX trends and innovations in adjacent industries to inspire forward-thinking design.
 - Analyzed design problems and broke them into clear, actionable tasks to ensure efficient and focused delivery.
- **Design Process Ownership:**
 - Took ownership of the end-to-end design process—ideation, prototyping, testing, and hand-off.

- Ensured design consistency and usability through iterative feedback loops and quality assurance checks.

Projects Worked on at Logic Planet INC.

UX/UI Lead Designer
Client: Abacus Insights

Technology: **Sketch App, Invision, Figma, Balsamic**

Location: **Piscataway, New Jersey, USA**

Year: **September 2019 – April 2021**

Project Name: Abacus Platform – Data Catalog Management, Data Quality Manager, Master Data management, Access Control, FHIR Admin Payer Portal, Interoperability Developer Portal

The **Abacus Platform** is an enterprise-grade suite serving the healthcare ecosystem, offering robust tools including Data Catalog Management, Data Quality Manager, Master Data Management, Access Control, FHIR Admin Payer Portal, and an Interoperability Developer Portal. The platform delivers intelligent data integration and governance solutions to stakeholders across the healthcare domain.

□ **User Research & Insight-Driven Design:**

- Conducted in-depth stakeholder interviews, user research sessions, and one-on-one user studies to uncover pain points and usability barriers.
- Translated qualitative and quantitative research into personas, journey maps, user scenarios, and actionable design insights.
- Proposed and presented UI architecture and interaction flows for both desktop and tablet applications aligned with technical constraints and business goals.

□ **Design Execution & Prototyping:**

- Created low-fidelity wireframes and high-fidelity prototypes using Figma, InVision, and Balsamiq.
- Transformed wireframes into production-ready visual designs, ensuring alignment with the organization's design system and accessibility standards.
- Led the design team in delivering site maps, navigation strategies, design systems, and interactive UI components across a modular design framework.

□ **Leadership & Collaboration:**

- Managed a cross-functional design team supporting a portfolio of digital healthcare products and internal design initiatives.
- Collaborated closely with product analysts, UI developers, and application engineers to ensure cohesive execution across all platform modules.
- Facilitated workshops and design reviews with executive stakeholders, clearly communicating the rationale behind UX/UI decisions.

□ **Strategic Design Management:**

- Ensured UX strategies were grounded in well-researched customer needs and business goals.

- Partnered with Design Strategists to define KPIs and measure the impact of UX on product adoption, team velocity, and user satisfaction.
- Aligned design initiatives with broader enterprise priorities, helping drive platform scalability and cross-system integration.

UX/UI Lead Designer

Client: Intellect Design Arena

Technology: **Sketch App, Invision, Adobe XD, Balsamic**

Location: **Piscataway, New Jersey, USA**

Year: February 2015 – August 2019

Project Name: Risk Analyst

Risk Analyst is the first AI-powered risk discovery and assessment platform tailored for the commercial insurance sector—including Auto, Property, Workers' Compensation, and General Liability. The platform leverages data-driven insights to streamline underwriting and risk evaluation processes.

Project Name: Intellect FABRIC

Intellect FABRIC is a globally deployed machine learning-powered InsurTech platform supporting multiple insurance solutions such as **Risk Analyst, Xponent (P&C Insurance), Distribution & Services Suite, and Claims (Life Insurance)**. The platform enables intelligent automation and decision-making across the insurance value chain.

□ **UX Strategy & Design Execution:**

- Designed robust web application experiences through comprehensive UX deliverables, including **strategy decks, flowcharts, wireframes, prototypes, feature matrices**, and detailed **UI mockups**. Gathered and synthesized user requirements in collaboration with **product managers** to align business goals with user needs.

□ **Prototyping & Tools:**

- Created high-fidelity interactive prototypes in **InVision** to validate and present design concepts to stakeholders.
- Worked with **Adobe Experience Manager** to build dynamic email templates that aligned with the broader product design system.

□ **Design Systems & Standards:**

- Created and maintained **style guides, UI pattern libraries**, and organized **design assets** to ensure consistency across the product.
- Conducted **competitive analysis** to benchmark user expectations and inspire feature innovation based on industry trends.

□ **Usability Testing & Iteration:**

- Regularly conducted **user testing sessions** and incorporated feedback into iterative design cycles.
 - Identified and resolved UX issues through collaboration with cross-functional teams, continuously enhancing product quality.
- **Agile Collaboration:**
- Participated actively in **Agile product development**, managing UX user stories and documentation in **JIRA and Confluence**.
 - Maintained a strong focus on **continuous learning**, adopting modern tools and trends to elevate user experience.

Pulse Solutions. INDIA

Senior UI Designer / Project Manager

Technology: **Adobe Photoshop, Adobe Illustrator, Dreamweaver, Flash, Html.**

Location: **Jogeshweri, Mumbai, India**

Year: ***February 2008 – October 2014***

Pulse Solutions is a professional web design company delivering successful web sites, web applications, mobile apps and internet enabled applications.

- Delivered completed design concepts on both consumer and client facing projects and provide design support as needed.
- Created concept models, heuristic reviews, sitemaps, process flows, wireframes, prototypes, and detailed specifications for Ecommerce and social applications.
- Worked closely with visual, copy, production, and programming team members to create intuitive, delightful user experiences. Loved every minute of it
- Implementing responsive websites using Bootstrap framework as well as creation of interface prototype, wireframes
- Manage all phases of graphic user interface design projects for a wide range of clients requiring interactive, transactional e-commerce sites. Assess client needs and develop specifications plan and implement projects from initial conceptual design through designing, final delivery, and client approval!
- Developed and maintained Websites utilizing Dreamweaver, HTML, JavaScript, JQuery, CSS, Flash and Photoshop
- Produced wireframes, mock-ups, task flows, and design specifications as needed to assist with business socialization and approval, as well as implementation and testing.
- Mentored and provided project input to other Interaction Designers on projects as needed.
- Design flyers, brochures, catalogs, logos, and business cards utilizing Illustrator, Dreamweaver, Photoshop, and CSS
- Design identity packages for UK's one of the topmost pharmaceutical companies, which is a big success in UK market.

- Works on Client side (UK) for 6 months for Project plans and assisted IT with moving towards methodologies such as Agile and SCRUM while making sure design is accounted for within the process.

Dreamscape Media Pvt. Ltd. INDIA

UI Designer / Project Manager

Technology: **Adobe Photoshop, Adobe Illustrator, Dreamweaver, Flash, Html.**

Location: **Andheri, Mumbai, India**

Year: ***February 2002 – October 2008***

- Worked on Promotional Banners, Flash Micro sites, brochures, Newsletters, Banners, HTML, and Graphic based websites (with w3c validation), CSS, HTML, jQuery & plugins.
- Designed widgets (e.g. pop-out login window) with JavaScript to improve human computer interaction.
- Responsible for quality assurance of finished websites including the validation of web forms and links.
- Developed and designed new web interfaces, layouts and site graphics.
- Designed Flash elements for website and presentations.
- Designed and developed custom websites for a variety of clients.
- Mentored and provided project input to other Interaction Designers on projects as needed.
- Conducted design reviews and heuristic evaluations to improve existing designs.
- Designed functional and impressive Multimedia Presentation utilizing Flash.
- Used excellent communication skills in tandem with an extensive technical knowledge to help resolve problems for clients.
- Worked on various projects with different clients located at Dubai, UK & USA
- Created Photoshop mock-up of website based on responses to design interview.