Abhinandan Nidoni

Lead UX Designer | UX Architect | Enterprise UX Strategist

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Professional Summary

Lead UX Designer with **8+ years of Product Design experience** designing enterprise and consumer digital products. Proven expertise in transforming complex business requirements into intuitive, scalable user experiences through strategic design thinking, research-driven insights, and cross-functional collaboration.

Strong background working with **global organizations including Accenture, Huawei, Lowe's, and Shell**, delivering UX solutions for complex enterprise workflows, design systems, and product ecosystems that serve thousands of users. Early adopter of **AI-augmented design workflows**, leveraging generative AI tools to accelerate research synthesis, prototype generation, and design exploration while maintaining human-centered decision-making.

Trained usability professional with expertise in modern UX tools including Figma plugin development and AI-assisted design systems. Passionate about driving user-centered design culture, mentoring emerging designers, and exploring emerging technologies to enhance design practice.

Core Competencies

UX STRATEGY & LEADERSHIP

- UX Strategy Development
- Design Leadership
- Stakeholder Collaboration
- Cross-functional Teams
- Product Experience Design

UX DESIGN & RESEARCH

- User Research & Testing
- User Journey Mapping
- Interaction Design
- Information Architecture
- Usability Evaluation

ENTERPRISE & SYSTEMS

- Design Systems Architecture
- Enterprise Workflow Optimization
- Multi-platform UX
- Component Libraries
- Accessibility (WCAG)

AI & MODERN TOOLS

- AI-Augmented Design Workflows
- Figma Plugin Development
- ChatGPT, Claude, Gemini
- AI Research Synthesis
- Generative UI Prototyping

Technical Proficiencies

DESIGN & PROTOTYPING

Figma (Advanced + Plugin Dev) · Sketch · Adobe XD · InVision · Photoshop · Illustrator

AI & EMERGING TECHNOLOGIES

ChatGPT · Claude · Google Gemini · Midjourney · AI Research Tools · Prompt Engineering

DEVELOPMENT & COLLABORATION

HTML/CSS Fundamentals · Design-to-Code Workflows · Figma Plugin API · Jira · Confluence · Design Tokens

Professional Experience

Freelance UX Consultant

Bangalore — Nov 2023 – Present

- Leading end-to-end UX projects from discovery to delivery, recently integrating AI tools like ChatGPT and Claude to speed up research synthesis and explore design concepts more rapidly
- Mentoring college students and working with academic institutions to shape UX curriculum, helping the next generation think critically about user needs
- Consulting with product teams on design systems implementation and usability improvements across their digital products

Senior User Experience Architect

Alchemy Techsol (Client: Shell) - Bangalore — Jan 2022 – Nov 2023

- Led a 22-month enterprise UX transformation across 10 Shell Upstream Digital applications, owning UX strategy, governance, and DesignOps while aligning 12+ business leaders
- Audited all 10 applications through heuristic evaluation, component inventory, and accessibility review; documented 47 inconsistencies and a baseline accessibility compliance rate of 22%
- Sequenced the work across UX audit, governance, shared design-system development, and platform modernization
- Expanded the design team from 2 to 6
- Partnered with engineers to support implementation.

Senior User Experience Architect

Intelliswift (Client: Lowe\'s) - Bangalore — Jun 2021 – Jan 2022

- Led UX work across several product modules for Lowe's internal operations platform, primarily focused on inventory and distribution workflows
- Conducted field research with store operations teams, which uncovered some critical inefficiencies in how they were managing daily tasks
- Created personas, journey maps, and interaction models based on real user observations rather than assumptions
- Partnered with product stakeholders to prioritize what to fix first, then delivered designs that directly addressed those pain points

UX Design Manager

Appinees (Client: Huawei) - Bangalore — Apr 2020 – Jun 2021

- Managed a small design team working on mobile and web products for Huawei, coordinating deliverables and maintaining quality standards
- Translated product requirements into user flows and interaction models that made sense for end users
- Worked with stakeholders to define UX direction while balancing business constraints, user needs, and technical realities
- Mentored junior designers on research methods and interaction design fundamentals

Lead UI / UX Designer

Techno Facts (Client: Sonata Software) - Hyderabad — Mar 2018 – Apr 2020

- Led UX for enterprise digital transformation projects, mostly focused on simplifying complex workflows into more intuitive experiences
- Worked with engineering and product teams to deliver accessible solutions that met WCAG standards
- Conducted regular usability testing and translated findings into actionable design improvements that increased task completion rates

Senior Analyst – User Experience Designer

Accenture - Bangalore — May 2015 – Mar 2018

- Designed UI components and pattern libraries for enterprise applications serving global clients
- Converted wireframes into polished visual designs while ensuring brand consistency and usability
- Collaborated across multiple cross-functional teams and contributed to Accenture's internal design community

Earlier Roles (2009-2015): *UI/UX Designer at Magna Infotech (Accenture projects), Manthan Software Services, and TELiBrahma Convergent Communications. Focused on mobile application design, web interfaces, and early-stage augmented reality experiences across iOS, Android, and web platforms.*

Education & Certifications

Bachelor of Visual Arts
KEN School of Art (Hampi University)
Foundation in Visual Design & User Experience

Diploma in Animation
Aptech University
Motion Design & Interactive Media

AI for Designers
Interaction Design Foundation - Certified in applying AI tools and methodologies to UX design workflows, including AI-assisted research, prototyping, and personalization strategies

Usability Analyst Training
Human Factors International - Professional training in Mobile User Experience Design, Information Architecture, Usability Evaluation, and Human-Centered Design methodologies

Languages: English • Kannada • Hindi