

# NIDHI JAISWAL

UI UX LEADER

**Contact:**

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## SUMMARY

Empathetic, collaborative and creative UX Manager with combined experience in Product design, Human Factors, Interaction Design, User Research, Customer Engagement and Software Development since 2006

Experience in Human Factors of medical device (Class II), and leading projects towards compliance of IEC 60601-1-6

## EXPERIENCE

Amazon

*AWS Data center tools*

### UX Manager

May 2022 to present

Bellevue, WA

Bootstrapped a team of 6 UX Designers for 7 different DCA tools – Environment Compliance, Rack Installation, Construction Management, Engineering Operations, Decommissioning media, Fixing/Replacing of Media, Authoring platform

Established baseline usability and customer satisfaction metrics for all the different tools. Responsible for presenting the UX QBR to the team.

Created multiple scalable processes and best practices for the UX, Engineering, and PM teams. Managed reports for low performance and through RIF

Echonus

*Handheld medical device, ultrasound and AI ML startup in healthcare space*

### Usability Engineering Manager

August 2016 to May 2022 Redmond, WA

Started as a lead UX designer and as employee number 9. Built & managed a team of UX & visual designers. Launched multiple products from zero to one. Responsible for the design of the entire product suite consisting of custom device, android, ios and web solutions.

Led product feature design and requirements, led cross team collaboration with clinical, engineering and marketing teams.

Designed AI driven workflows that significantly reduce scan time for point of care ultrasound. 5 US patents filed. 2 granted.

## PRODUCT OWNER

Agile Methodologies  
Sprint Planning  
Requirement Gathering  
Project Management  
Feature Documentation  
Design Thinking  
Team Leadership

## UX DESIGN

Information Architecture  
Use Case Scenario  
Paper Prototyping  
Persona  
User Interface  
Wireframe  
Storyboard  
Icon Design  
Graphic Design  
Visual Design  
Competitive Analysis

## UX RESEARCH

Summative Studies  
Formative Studies  
Contextual Inquiry  
User Testing  
Usability Testing  
Heuristic Evaluation  
Surveys  
Card Sorting

Responsible for usability engineering plans including ergonomic evaluations of the custom device, formative and summative usability studies and clinical validation studies as required by application of usability engineering to medical devices (IEC 62366) for submission to FDA.

Provided training on best practices, design thinking principles and usability heuristics.

#### TOOLS

Sketch  
Figma  
Zeplin  
Jira  
Jama

Kolleeve *Enterprise startup specializing in video delivery of content*

**UX Designer** 2014 to 2015 Sunnyvale, CA

UX/UI designer and User Researcher for enterprise video portal, webcaster and analytics engine.  
Designed UI guidelines for all Kolleeve's current as well as future product suite to increase software team's productivity and introduce consistency for customers.

The Myer Briggs Company *previously known as CPP, publisher of MBTI*

**UX Producer** 2013 to 2014 Sunnyvale, CA

UX designer and Agile product owner for new complex multi tenanted SaaS web tool to take and administer assessments like the Myer Briggs Type Indicator (MBTI).

Baynote *E-commerce startup, specializing in recommendations (acquired by KIBO)*

**Engagement Manager** 2010 to 2013 San Jose, CA

Started as solutions architect, promoted to engagement manager.  
Worked with clients like CA, Garmin, GE, Dell and The Knot to design and implement RESTful APIs for search and recommendation engine.

EA *Gaming Industry Leader*

**Software Engineer** 2007 to 2010 Redwood Shores, CA

Developed single player online games from the ground up like Crossword Cove, Trivial Pursuit, Crazy Cakes for Pogo.com in Java.  
Performed user research on upcoming EA games, field study to improve the game play.

#### EDUCATION

##### **MS, HF/E focus on HCI**

San Jose State University, San Jose, 2014

##### **BSE, Computer Science**

University of Michigan, Ann Arbor, 2006