Nehashree Tatavarthi
Product Designer

neha-design.com
nehastdesign@gmail.com
(650) 695-4200

Education

California College of the Arts
September 2020 – May 2024

Bachelor of Fine Arts in Interaction Design & Minor in Computational Practices with High Distinction (GPA 4.0 and above)

Skills & Tools

UI/UX Design: Accessibility & Usability Standards, Brand Identity, Concept Storyboarding, Creative Coding, Digital Prototyping, Information Architecture, Interaction Design, Presentation Deck Building, Prototyping, Service Design, Site Mapping, User-Centered Design, User Experience/UX Design, User Flow Diagramming, User Interface/UI Design, UX Copywriting, Visual Storytelling, Video Editing, Wireframing

User Research & Strategy: Affinity Mapping, Competitor Analysis, Design Strategy, Ecosystem Mapping, Experience Mapping, Heuristic Evaluation, Journey Mapping, Persona Mapping, Research Synthesis, Systems Mapping, Usability Testing, User Interviewing, UX Research

Front-End Development: HTML, CSS, JavaScript, p5.js, Node.js. React.js, Arduino, Squarespace, Wix, Framer

Visual & Graphic Design: Logo Design, Visual Hierarchy, Typography, Color Theory, Branding & Brand Identity,

Multimedia & Content Creation: Photo Manipulation, Video Editing, Motion Graphics, Basic Animation, Lyric & Music Video Production, Digital & Email Marketing, Social Media Campaign Management, Promotional Asset Design, Social Media Content Design

Design Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Dimension, Audition, After Effects), Fusion360, Final Cut Pro, Pages, Acrobat, Framer, Google Suite, Microsoft Suite, Mural, Notion

Awards & Achievements

The One Club for Creativity All-Stars 2025 Grand Prize ↗
AI + Global Health Hackathon, Winner ↗
Portfolio Night San Francisco 2024 All-Star
Dean's Spotlight Award for outstanding capstone project ↗
Design Division Dean's List for 2 consecutive semesters

Experience

Lead Instructor and Workshop Leader — Web Design
Mission Bit
September 2024 – Present

- Assisted students in creating intuitive user experiences through project-based learning in wireframing, prototyping, and front-end development.
- Mentored 30+ students, improving coding literacy and increasing project submission rates by 40%.
- Led 15+ interactive workshops and live prototyping sessions in Figma, HTML, and CSS, enhancing students' ability to apply web/UX design principles and iterate designs effectively.
- Promoted accessibility and inclusive design principles through project-based teaching in JavaScript for web, improving curriculum consistency and alignment with industry practices.

Product Design Intern
OmnisynkAI
July 2024 – August 2024

- Conducted market analysis on 5+ competitors, leading to data-driven dashboard redesigns that improved usability by 25%.
- Led iterative prototyping of interactive sales widgets, refining designs over 4+ iterations based on UX research.
- Collaborated with cross-functional teams (Engineers, Product Designers, Founders) to integrate new UX flows into the order management system.

Product Design Intern
Humancraft ↗
June 2023 – August 2023

- Partnered with Product Design teams and UX Researchers to define and implement user-centered design strategies, improving usability across 3+ AI-driven healthcare products serving over 25 hospitals in the country.
- Spearheaded the redesign of a high-fidelity Parkinson's UPDRS dashboard, streamlining clinician workflows for 200+ users under the "Cognition at Home" suite.
- Accelerated the product development process at Qr8 Health by reducing UX research synthesis time by 30%, enabling faster iteration cycles and feature rollouts.