

NISHAD SUTHAR

UI/UX Designer | Product Designer | Creative Technologist

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PROFESSIONAL SUMMARY

Strategic, empathy-driven **UI/UX Designer** with over 5 years of experience crafting high-performing, user-centric digital experiences across web, mobile, AR/VR, and IoT ecosystems. Skilled in transforming business objectives into intuitive, accessible user journeys and scalable design systems that make complex tasks feel effortless. Experienced in design leadership, user research, interaction design, prototyping, and A/B testing, with a strong background in leading cross-functional teams across product, technology, marketing, and content. Brings a storytelling-led, community-first approach, combining AI-assisted design workflows with a focus on usability, accessibility, and brand consistency to build trust and drive engagement.

CORE COMPETENCIES

UI/UX Expertise: User Research, User Journeys & Personas, Information Architecture, Wireframing, Prototyping, Interaction Design, Mobile App Design, Responsive Web Design, Design Systems & Reusable Components, Visual Design & Brand Identity, Usability Testing, A/B Testing, Accessibility Standards (WCAG), Micro-interactions & Motion Design

Design Tools: Figma, Adobe XD, Protopie, Sketch, Illustrator, Photoshop, InDesign

AI Skills & Emerging Technologies: AI-Assisted Design Workflows, Conversational Experience Design, AI-Powered Prototyping, Generative AI Tools, Prompt Engineering, Workflow Automation, Rapid Concept Generation, Claude Code, Gemini CLI, MCP Servers, UXP Development Tools, Emerging Interface Technologies

Technical: HTML (Intermediate), CSS (Basic)

Methodologies: Agile, Scrum, Design Thinking, User-Centred Design, Empathy-Driven Design

Project Management: Jira, Confluence, Asana, Notion

Soft Skills: Team Leadership, Stakeholder Communication, Creative Problem Solving, Analytical Thinking

PROFESSIONAL EXPERIENCE

The Charter - *Chief Design Officer*

Mumbai | January 2026 – September 2026

- Led the overall design vision and creative direction for The Charter, shaping how a community of 25,000+ founders experiences the brand across every touchpoint.
- Owned all design touchpoints across the BFC ecosystem, including social media creatives, brand identity, logo design, event visuals, digital assets, and community communications.
- Defined and maintained the visual language, brand consistency, and design standards, ensuring every public-facing output carried a premium, founder-first identity and consistent visual storytelling.
- Drove design direction for campaigns, content properties, digital platforms, and strategic initiatives, translating business and community goals into high-impact visual storytelling.
- Collaborated with leadership, marketing, content, and community teams to align creative strategy with brand growth, community engagement, and long-term positioning.
- Provided executive-level design leadership across brand, visual communication, product experience, and creative systems, going beyond traditional UI/UX execution.

Mind Guess - Chief Design Officer

Mumbai | July 2024 – November 2025

- Directed creative and visual strategy for digital products, aligning UI/UX design with brand strategy and business growth goals.
- Designed for advanced technology platforms, including AR/VR interfaces and IoT dashboards, creating interactive prototypes for immersive experiences.
- Developed scalable design systems with reusable components, improving project efficiency and consistency across multiple teams.
- Integrated motion design and micro-interactions using Figma and Protopie, boosting usability and engagement metrics.

Lawyantra - Chief Design Officer

Mumbai | February 2024 – July 2025

- Led end-to-end product design, simplifying complex legal workflows into clear, accessible, and user-friendly interfaces and journeys.
- Oversaw the entire digital brand ecosystem, ensuring a cohesive visual identity and a consistent, trustworthy user experience across all touchpoints.
- Collaborated with product, technology, and marketing teams to shape a design strategy that balances user needs with business KPIs.

CLXNS Technologies Pvt. Ltd. - UI/UX Designer

Mumbai | August 2023 – January 2024

- Managed a team of designers creating user-centric web platforms, from user research and wireframing to high-fidelity prototypes.
- Optimized information architecture and usability, improving user engagement by 37%.
- Partnered closely with development teams to ensure the design vision was implemented pixel-perfect.

Kryp Media Pvt. Ltd. - UI/UX Designer

Mumbai | March 2022 – August 2023

- Delivered end-to-end UX design for digital campaigns and product platforms across multiple industries.
- Designed interactive prototypes and high-fidelity visuals in Figma, iterating rapidly on stakeholder feedback.
- Created micro-interactions and motion-based UI elements to elevate usability and aesthetic appeal.

EDUCATION

Bachelor of Engineering in Computer Engineering	
<i>St. John College of Engineering and Management, Mumbai University</i>	2018 – 2022
Diploma in Information Technology	
<i>Pravin Patil College of Diploma Engineering and Technology, MSBTE</i>	2014 – 2017

ADDITIONAL DETAILS

- Portfolio and case studies available on request
- Open to relocation and hybrid/remote collaboration
- Proficient with collaboration tools (Slack, Notion, Miro, Jira)