Nikhil Vaja: Senior Product Designer
London | Email: nikhil.vaja17@gmail.com | Tel: 07958247376

Experienced designer with a diverse background across B2B and B2C industries, including travel, global shipping, insurance, and publishing. This varied experience has given me a unique perspective and the ability to craft innovative solutions that address a wide array of user needs. I enjoy solving complex user experiences and driving business forward.
Skills: *Figma,* Miro, solution findings, workshop ideation - feedback loops - decision making - AI collaborative workflow V0, ChatGPT and Claude -User testing and research gathering, crafting user-centric designs, analysing data to validate design and an eagerness to learn.

Feb 2025 to current:

Senior Product Designer – Haven

Creating end-to-end experiences that drive bookings and generate qualified Caravan sales leads. I work cross-functionally to design, test, and refine data-driven journeys that blend user needs with business goals.

Responsibilities:

- Partner with lead developers and PMs to align the design system with code and ensure consistency across platforms
- Run design workshops and critiques to maintain a cohesive design language within the team
- Use AI-powered tools to accelerate design delivery and experimentation
- Collaborate with designers, product managers, and engineers to deliver and test features end-to-end

July 2022 to Jan 2025:

Senior Product Designer – The Economist

Working in a high-performing design team at this prestigious brand meant that I had to hit the ground running. I continue to deliver user-focused projects with positive outcomes. As the design lead assigned to the 'User Engagement' team, I work with a multi-disciplinary team gathering requirements and developing products within the agile framework.

Responsibilities:

- Full end-to-end design experience, B2B and B2C, from concept discovery to delivery
- Project planning - roadmaps and quarters
- Planning and hosting workshops across multi-functional teams, bringing together key stakeholders, engineers and PMs
- Identifying the problem and writing hypotheses to test and validate
- Prototyping for user testing concept to determine the best direction
- Stakeholder management
- Presentations (the showing little and often approach) to give full visibility and alignment of the project progress.
- Providing estimations and contributing to the quarterly roadmap planning for the team

Achievements:

- Economist hackathon entry. From 15 teams, my ChatGPT design concept and execution came in at 1st place
- Design of the new subscription onboarding for the Monthly Free Trialists, increasing renewals by **32000** per month
- Leading the design of the app download page, increasing downloads from **12%** to **22%** in the first 2 months of launch
- Updating and building Figma components on Design Firebreaks so designers can produce designs more quickly
- Conducted a personalisation workshop, driving the features backlog for 2024, contributing to candidates for larger roadmaps. The first of the ideas to be built has resulted in a low-effort, high-impact feature, increasing sign-ups to **46000** in the first 3 months of launch in 2024
- Identify ways to streamline the sign-off processes through key member collaboration

2021 to 2022:

Digital Experience Designer - The AA Insurance, London

Reporting to the design lead, I was responsible for the product, user experience and interface design of a range of B2C insurance services. These services include insurance, breakdown cover, sales and payment methods.

Responsibilities:

- Designing new features across customer journeys.
- Collecting data and insights from analytics and user testing to optimise existing experiences to boost visitor engagement and conversion rate.
- Using the data and insights to influence stakeholders through storytelling of the customer journey.

- Validating designs with actionable data from a range of sources.
- Contributing to the design system.
- Presenting designs and storytelling the rationale to senior stakeholders.
- Working closely with editors to ensure that content is considered as part of the design process.
- Creating an intuitive customer focus design with consideration of accessibility.

Oct 2018 to Apr 2021:

Product Designer - Clarksons Platou, London

A FTSE 250 company with a 170-year history, Clarksons Platou is the world's leading provider of integrated shipping services.
My responsibilities included ownership of the UX/UI design from greenfield to feature building of existing enterprise applications.

Responsibilities:

- Working on complex platforms for cargo traders to make more accurate quotes, increasing efficiency
- Led the design for a greenfield parsing tool project, which more than halved the process time of operators building quotes. The initiative increased Clackson's revenue by $2million in the first quarter.
- Working closely with my multifunctional team from business, tech and research, I led and drove projects with agile squad offshore and onshore.
- Collaborated with business stakeholders for the design architecture of applications on macro and micro levels.
- Support development with annotations across design features and items.
- Mentor Junior Designers.

Feb 2017 to Sept 2017:

Freelance UX Consultant - TBWA / World Health Omnicom Group.

Initially, a two-month contract was extended over 9 months. As the sole UX consultant at TBWA, I provided mobile, tablet and desktop UX solutions. Working closely with cross-functional teams, I delivered achievable user-centric solutions within the scope.

Feb 16 to April 16:
UI/UX Designer *(Contract)* **- The Register, London**
Digital designer, providing UX solutions to streamline the user experience of the digital tech publications.

Jan 2011 to Nov 2015:
UI/UX Designer – Kuoni, London
Working across the group booking sector of the business, providing UX solutions for the operations platforms from bookings to invoicing and payment.

Qualification
2.1 BA Hons - Graphic Information Design - University of Westminster

Interest:

- Boxing
- Regular Gym-goer
- Skiing
- Volunteering at my local temple on cultural occasions