

Profile	Interaction Designer who designs <i>and</i> ships. BDes from Emily Carr, taking mobile-first products from contextual research through high-fidelity Figma prototypes — and, when it counts, into production code. Grounded in behavioural design and usability testing, with a track record of rebuilding the interaction model when testing exposes friction.		
Experience	Product & Brand Designer	Sep 2025 – Present	
	DataDelves / Contract • India (Remote)		
	- Designed end-to-end mobile-first UI across app and web — wireframes through pixel-perfect high-fidelity Figma prototypes — in direct partnership with engineering and founding stakeholders. - Built a library of reusable component patterns that became the product team's lightweight design system, cutting rework across rapid sprints.		
	UX & Print Designer	May 2025 – Aug 2025	
	Playable / Internship • India (Remote)		
	- Shipped production-ready activity materials for a children's education platform, running iterative design cycles against accessibility and age-appropriate usability standards. - Applied behavioural design principles to build play-based content targeting critical thinking and problem-solving.		
	Visual Designer	Oct 2024 – Jan 2026	
	TELUS Business • Vancouver, BC		
Projects	Designed in-store sales collateral and marketing assets from concept through print-ready production, maintaining brand consistency inside an established design system at scale.		
	Snug	Capstone	
	iOS App + Vendor Dashboard		
	Figma • UX Research • Usability Testing • Mobile-First Design		
	- Reduced pre-booking hesitation by reframing the interaction model around behavioural commitment cues — identified through 10 contextual interviews and 5 usability sessions that exposed a 4–7 second commitment gap. - Designed a dual-sided ecosystem — student-facing iOS app and vendor dashboard — with live filtering, guaranteed holds, and real-time capacity management across both surfaces. - Rebuilt the core interaction system mid-project after usability testing exposed system-trust failures, shipping a cohesive, production-ready experience under deadline.		
	Personal Portfolio	nayeshae.com	
	Designed & Built		
	Next.js • TypeScript • Tailwind CSS • Figma • Vercel		
	Designed and shipped a six-page portfolio end to end — Figma through production React, deployed with a custom domain. - Built custom interaction work in code: a drag-to-flip 3D zine reader, a magnetic cursor system with audio feedback, and scroll-linked section navigation.		
	Nokino	2026	
	Gamified Mobile App		
	Figma • Behavioural Design • Mobile UI Systems • Usability Testing		
	- Drove engagement beyond a single session with a 5-level progression loop — mini-games, narrative decision scenarios, leaderboards — mapped to B.J. Fogg's behavioural habit model. - Resolved critical navigation failures between prototype stages by running usability sessions with Gen-Z users, then restructuring the information architecture before final UI. - Extended in-app reward loops into real-world incentives, bridging virtual engagement and lasting behaviour change.		
	Bachelor of Design — Interaction Design	Graduated May 2026	
	Emily Carr University of Art + Design • Vancouver, BC		
	GPA 3.4 / 4.33 • Certification TCPS 2 Research Ethics (Government of Canada) • Coursework Interaction Design, Design Research, Web & App Design, Health Design, Gamification		
Skills	Design	Figma • Adobe Illustrator • Photoshop • Editorial & Print Design	
	UX Process	User Flows • Interaction Patterns • Mobile-First UI • Usability Testing • Contextual Inquiry • Journey Mapping • Information Architecture	
	UI Systems	Component Design • Design Systems • Responsive Design • Accessibility • High-Fidelity Prototyping	
	Code	HTML • CSS • JavaScript • React • Next.js • TypeScript • Git	
	Languages	English, Hindi, Punjabi (Native) • French (Conversational)	