

# NANDITA MALHOTRA

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## EDUCATION

### Pratt Institute

2025

M.S. Information Experience Design — GPA 3.86

### The University of Texas at Austin

2023

B.F.A. Design — GPA 3.8

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## EXPERIENCE

### Product Designer, Hu Capital — AI-Powered Professional Networking Platform for Creatives

Feb 2026 – Present

Designing and shipping digital experiences for an early-stage AI-enabled startup, including a conference website supporting 15+ speakers and 200+ attendees, translating founder vision into structured UX, visual systems, and marketing touchpoints.

### Product Designer, The Amplification Project — Digital Archive for Art Related to Forced Migration

Feb 2026 – Present

Evolving a Figma design system with reusable components and adapting a live Webflow site for mobile responsiveness; optimizing CMS structures to cut page build time by 30–40%.

### UX Writer and Content Designer, Sewa International

Jul 2025 – Feb 2026

Boosted engagement 30% across web and social channels through A/B-tested UX copy; built an AI-driven content prompt library improving content production efficiency by 60%.

### User Experience Consultant, Center for Digital Experiences at Pratt Institute

2023 – 2025

**Cooper Hewitt, Smithsonian Design Museum:** Designed WCAG 2.2-compliant cross-sensory font tester to make digital art accessible to blind, low-vision, and screen-reader users, delivering 45+ AI-generated audio outputs serving 8,000+ monthly visitors.

**Toyota Motor's Smart City Project:** Conducted ethnographic user research to uncover cultural attitudes toward jaywalking and inform strategic design recommendations balancing behavior and policy, including digital pedestrian indicators, smart crosswalks, and an incentivized safety app.

**Lumity Learning App:** Led 0-to-1 redesign improving information architecture, usability, and engagement through 2 usability testing rounds with 10 users; delivered 40+ redesigned screens and 25+ UI components.

**Afro Brazil Arts:** Led usability study to identify comprehension gaps on the website improving navigation ease by 90%.

### Creative Director, Hook'd Magazine

2020 – 2022

Implemented foundational processes and editorial systems to scale a fashion publication making creative spaces more accessible to emerging talent. Directed 80+ cross-functional creatives to craft cohesive visual and verbal narratives across print and digital.

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## PROJECTS

### Tend — Interactive Digital Journal Built with GenAI

Built a fully responsive journaling PWA through iterative AI-assisted design, from concept and copywriting through interaction design, prototyping, and live deployment.

### Skincare Chatbot for The Ordinary

Prototyped and usability-tested a conversational AI chatbot with 12 users; developed 75+ NLU utterances to improve personalization accuracy and recommendation quality.

### Accessory Design, Development, and Merchandising — Kendra Scott

Researched, designed, and prototyped a jewelry collection through the full product lifecycle using 3D CAD modeling and marketing collateral.

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## AWARDS

### Marc A. Rosen Merit Scholarship Award — Packaging, Identities and Systems Design

2025

Recognized for excellence in luxury product packaging design for crafting an aesthetic, functional fragrance bottle and packaging system.

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## SKILLS AND TOOLS

**AI Tools:** Figma AI, Claude, Claude Code, Cursor, Lovable, V0, Relume

**Tools:** Figma, Webflow, Framer, Vercel, HTML/CSS/JS, UserTesting, Adobe Creative Suite, VoiceFlow, Rhino, Shapr3D, Google Suite, Notion, Miro, Slack

**Skills:** UX/UI Design, Interaction Design, Information Architecture, Design Systems, UX Research, Usability Testing, A/B Testing, AI-Assisted Design, Conversational Design, UX Writing, Accessibility (WCAG 2.2)