



AARYA NAIR

UX /PRODUCT DESIGNER

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Toronto



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About Me

Experienced UX Designer with **6+ years** of success crafting intuitive and engaging digital experiences for banking and media sectors. Proven ability to lead user-centered design initiatives from concept through implementation, driving measurable improvements in user satisfaction and business outcomes.

Education

2019-2020 | Toronto

Seneca College

Interactive Media Design

2014-2017 | Delhi, India

Lisaa Scool of Design

Bachelors in Product Design

Work Experience

2020 - 2024 | Toronto

TD Bank (Full-time) (UX Designer)

Led comprehensive human centred initiatives, including **7 usability tests** on credit platforms, yielding profound insights into customer behaviours and needs within payment platforms. Contributed in developing a customer feedback system by leveraging generative **AI algorithms (Layer 6AI)** to enhance user experience and interaction design.

Participated in **24+** design sprints and **4 key projects** to ideate and prototype solutions focussing on crucial credit features, integrating feedback from stakeholders and end-users, resulting in a notable 15% increase in user satisfaction scores and a 30% reduction in customer support inquiries.

Contributed and maintained a robust design system, enhancing brand consistency and usability standards across TD Bank's digital platforms, resulting in 20% faster development cycles and 30% higher user engagement metrics.

2018-2019 | Delhi, India

Tiger Ninjas (Full-time) (Visual Designer)

Created several UI kits comprising of icons, patterns, themes and components for seasonal clients.

Designed digital marketing materials for an on boarding experience and further built/tested website prototypes that increased 10% user engagement for advertising clients.

Designed marketing materials like digital flyers, brand logos and brand identities. Drafted and designed presentation templates, walkthroughs for new projects.

Freelance/Internships

2019 (2 months | Toronto)

Prosh Marketing (Freelance)

2019 (1 month | Toronto)

Nutricanine (Freelance)

2017-2018 (10 months | Delhi, India)

Blugum (Freelance)

2016 (2 months | Delhi, India)

Purple Stem (Internship) (Jr. Product Designer)

Strenghts

Adaptable

Adept at blending creativity with analytical rigor to deliver solutions that balance user needs, business goals, and technological constraints. Excels in collaborative environments, working closely with cross-functional teams to deliver exceptional products.

Inclusive

Championed accessibility best practices across the organization, advocating for inclusive design principles and ensuring all digital platforms met or exceeded accessibility standards to ensure compliance and operational feasibility that contributed to 10% reduction in accessibility-related issues.

User-centric design

Advocated for and implemented user-centered design principles across the organization, fostering a culture of empathy-driven design and continuous improvement based on user feedback.

Milestones

UX certification courses from NN/g:

- Becoming a UX Strategist
- Assessing UX principles
- UX Design Tradeoffs

TD Accessibility Champions Network:

Level **AA(Builder)** certification

Seneca College

2nd Position in **Adobe creative JAM**

Technical Skill

Adobe **Expert** ●●●●●○

Adobe XD, Photoshop, Illustrator, Dreamweaver, InDesign

Prototype **Expert** ●●●●●○

Figma, Sketch, Axure, Framer,

Technical **Proficient** ●●●●○●

Visual Studio Code, Muse, HTML5, CSS3

3D **Intermediate** ●●●○○○

Maya, 3DS Max