Nisha Pathak

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Current: Recent graduate, UC Berkeley
University of California, Berkeley School of Information
Master of Information Management and Systems
Berkeley Center for New Media
UX/UI & Product Design

Experience

Independent Designer, Uber Aug 2017 – Dec 2017
- Designed for the Innovation team
- UX writing for company newsletter

Innovation Engineer Intern, Uber Jun 2017 – Aug 2017
- Designed analytics dashboard & kiosk for new drivers
  - Over 10,000 interactions with kiosk in 3 months
  - Customer satisfaction increased from 81% to 90%
  - Net promoter score increase from 61 to 93
- Designed, developed Innovation Team and Tech Services brands now seen by over 14,000 employees

Marketing Manager, Metamarkets Aug 2015 – Jul 2016
- Worked with firm to design company website
  - Led to 113% increase in qualified inbounds
- Designed sales material, monthly newsletter
- Produced corporate videos and produced several annual international events

Assoc. Marketing Manager, Metamarkets Aug '11 – Aug '15
- Refreshed website UI, UX, and copy quarterly
  - Led to 35% increase in web sessions
- Designed monthly product release notes email
- Launched the Druid brand, now used at Yahoo, Netflix, eBay, PayPal, and Cisco
- Designed & wrote case studies, sales collateral
- Used A/B testing to modify social media strategy; led to 525% increase in media mentions

Projects & Hackathons

- UC Berkeley's Dr. James R. Chen Award winner: Designed an app, PetSetGo!, which seeks to reduce rehoming rates of adopted pets by strengthening the bond between pets and their new owners.

- National Hackathon Finalist: Toyota & Net Impact Mobility Challenge: Designed "The Hub," matching commuting parents so they can carpool to work. Designed to support disadvantaged communities. (Top 3 in the US)

Education

•Boston University College of Communication, BS in Television Production

•Boston University College of Arts & Sciences, Minor in Spanish Language & Literature

Awards

Published in *Made in Berkeley* •Dr. James R Chen Award •Berkeley Center for New Media Certificate • National Hackathon Finalist: Toyota & Net Impact Mobility Challenge •Sigma Alpha Lambda National Leadership & Honors Organization • Dean's List • National AP Scholar

Tools & Skills

Python •Sketch •Photoshop• Illustrator • Tableau •UX Copywriting •WordPress •Arduino

Languages

English (native) • Spanish (proficient) •Gujarati •Italian

Activities

Mastermind •Cannes Film Festival (Moonrise Kingdom) •Study Abroad, Madrid •Chelsea Inner City Community Homework Help Program •Boston Marathon 2005, 2006, 2008

Fun Fact

I worked on Wes Anderson's *Moonrise Kingdom*. The film

went on to open the Cannes Film Festival in 2012.