Nitya Kumar

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Product Designer
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Achievements

Product Design Judge

Boston University
Catalyst Competition,
Meta Global Hackathon

Guest Speaker

Columbia University
AIGA The New School,
Instagram Design Summit

Mentorship and Writing

ADPlist, Women in Tech
mentor, Published in
It's Nice That, UX Collective

Experience

Meta, New York
Product Designer
July 2022 - November 2024

Led trust-focused messaging initiatives across Instagram and Messenger, guiding 10 engineers through weekly design office hours. The work shipped to 3B users, was featured on BBC News, and strengthened engagement by 5%.

The New York Times, New York
Product Design, Design Systems
June 2021 - May 2022

Built The New York Times' first editorial design system for desktop, iOS & Android. Designs were shipped to The New York Times home page affecting 110 million monthly active users. Provided accessibility usage standards that were adopted internally by 5 product teams.

Airtel, India
Product Design, Contract
June 2020 - August 2020

Designed high-fidelity prototypes and frameworks to improve Airtel's music-streaming app, Wynk's home page personalization experience; serving 50 million monthly active users. Presented to the Head of Design.

Schmooze, Remote
Product Design, Freelance
March 2020 - August 2020

Led multiple end to end design processes with Microsoft engineers and Stanford founders to ship consumer-facing meme-sharing experience that helped receive their first funding in beta launch and was featured on tech crunch. Additionally contributed to brand strategy.

Leo Burnett Ad Agency, India
Graphic Design, Contract
Dec 2018 - Jan 2019

Collaborated with creative directors and senior graphic designers to create marketing campaigns for various luxury brands and Fortune 500 companies including Uber.

Education

Parsons School of Design, NY
BFA Degree

Visual Communication Design,
Institutional Honors, Dean's List

Harvard School of Business
Online course

Emerging Leadership

Skills

Design and Research

UI Design, UX Design,
Prototyping, Prompting, Vibe
Coding, Interaction Design,
Responsive Experiences,
Motion Graphics, Typography,
Usability Testing, Card Sorting,
Affinity Map, IA

Tools

Figma, Framer, Protopie,
Storybook, Rive, HTML, CSS,
Adobe Suite, Keynote,
After Effects

AI and Vibe Coding

Veo 2, Claude, Nano Banana,
Stitch, Gemini, Google AI
Studio, Jitter, Figma Make,
Firefly, Wireframer