Nivethitha R B

Product Designer | Enterprise UX | AI-Assisted Development

UX Strategy · Design Systems · AI Prototyping · Design-to-Code

Portfolio

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About Me

Product Designer with 5 years of experience designing enterprise applications, complex operational workflows and data-intensive systems. Skilled in translating business requirements and user needs into intuitive, scalable product experiences through interaction design, information architecture and systems thinking.
Combines UX design expertise with AI-assisted development capabilities, using tools such as OpenAI Codex and Google Antigravity to translate design concepts into functional web experiences and prototypes. Experienced in bridging design and engineering through an understanding of implementation constraints, interaction logic and developer collaboration.
Passionate about simplifying complex problems and building human-centred products through the intersection of design, technology and AI.

Professional Experience

UX Designer - Human-AI Interaction & UX Strategy

July 2023 - Present

ITC Infotech, Bangalore

- Designed enterprise manufacturing workflows for material movement, inventory management and operational tracking in large-scale environments.
- Defined system states, transition logic and validation rules across pick, transfer, reconciliation and exception-handling workflows to support inventory accuracy.
- Translated complex operational requirements into intuitive user journeys, interaction models and role-based interfaces.
- Designed handheld scanning experiences for Zebra devices, accounting for hardware limitations and time-sensitive operational conditions.
- Collaborated with product stakeholders and engineering teams to resolve edge cases and align interaction behaviour with system logic.
- Contributed to workflow improvements through structured feedback, validation mechanisms and iterative design refinement.

UX Designer

Aug 2021 - June 2023

Flyers Soft, Chennai

- Led UX design for dashboard-based and workflow-heavy enterprise applications.
- Designed role-based dashboards for financial monitoring and transaction management (confidential banking client).
- Structured high-density data environments into decision-ready views through clear information hierarchy.
- Designed exception handling and validation flows for audit-sensitive financial operations.
- Conducted user interviews and usability testing to validate interaction models and improve task efficiency.
- Simplified complex information architectures to reduce cognitive load in operational systems.

Education

Bachelor of Engineering in Computer Science Engineering

2021

Peri Institute of Technology

Relevant Coursework:

- Google UX Design (Coursera) - 2024
- AI for Everyone, DeepLearning.AI - 2024
- Principles of UX Design, Meta - 2024

Projects

Enterprise Banking Platform

Banking Domain

High-density data tables · Validation logic · Compliance constraints · Permission hierarchies

- Redesigned role-based dashboards for fund monitoring and transaction oversight.
- Simplified high-density financial data into structured, decision-support views.
- Designed exception tracking and system feedback mechanisms to support compliance-sensitive workflows.
- Collaborated cross-functionally to ensure accurate system-state representation and data clarity.

Warehouse Operations & Material Movement

Manufacturing Domain | Zebra Handheld Devices

State-driven workflow logic · Real-time validation · Error-handling flows · Role-based permissions

- Designed state-driven workflows across mobile scanning devices for large-scale inventory operations.
- Defined system states and transition logic to ensure traceability and stock integrity.
- Structured role-based permissions and validation flows to reduce reconciliation errors.
- Designed interaction patterns optimized for hardware constraints and time-sensitive environments.

AI Assisted Design & Development - Personal Portfolio Website

- Independently designed and built a personal portfolio website, translating design concepts into a deployed web experience.
- Converted Figma designs into functional web interfaces using HTML, CSS and React.
- Leveraged OpenAI Codex and Google Antigravity for AI-assisted code generation and implementation.
- Iteratively refined the implementation to align the coded interface with the original design intent.
- Explored AI-assisted development as a bridge between product design and front-end implementation.

Technical Skills

Product & UX

Product thinking · UX Strategy · Information Architecture · Interaction Design · Design Systems

AI & Development

AI-assisted Prototyping · Design-to-code · Prompt-driven development · AI-assisted web develpment

Enterprise UX

Workflow design · State-driven systems · Role-based interfaces · Data heavy applications · AI-Assisted Workflow Modeling

Research

User Interviews · Usability Testing · Journey-mapping · Heuristic evaluation

Tools

Figma (Advanced) · Antigravity · Codex · Framer · Spline · Adobe XD · Illustrator · Photoshop

Languages

English (Fluent) · Tamil (Native) · Hindi (Intermediate) · French (basic)