

# RUSHI NACHANKAR

## UX Designer

Vadodara, India

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### SOCIAL LINKS (WEBSITE)

Design Portfolio: [www.rushinachankar.in](http://www.rushinachankar.in)

### SUMMARY

- **Led end-to-end product design** across B2B SaaS, EdTech, and Healthcare, translating complex business and user requirements into scalable, intuitive, and production-ready digital experiences.
- **Built and evolved Learnyst's Design System** based on Material Design 2.0, establishing reusable components, patterns, and UX standards that improved product consistency, scalability, and design-development efficiency.
- **Designed 3 custom mobile app templates** for distinct teaching segments, taking them from concept to production; the templates are live in the market and collectively serve **100K+ students**.
- **Designed high-impact growth and monetization features** from scratch, including Affiliate Marketing, Fast Checkout, and Newsfeeds, focusing on conversion, discoverability, and seamless user journeys.
- **Designed data-driven analytics experiences** including Sales Reports and educator dashboards, enabling teachers and businesses to monitor sales, understand performance, and make informed decisions.
- **Led design initiatives and mentored designers** across complex educator-facing products such as Course Builder and Mock-Test Builder, driving UX strategy, design direction, and cross-functional collaboration.
- At **Incubyte**, contributed to **healthcare product experiences focused on patients**, simplifying complex care journeys and improving usability, accessibility, and overall patient experience through user-centered design.

### EDUCATION

#### ❖ MRID

M.Des

Masters in Communication Design

Jul 2015 — May 2017

Vadodara

#### ❖ SITE

B.Tech Mechanical

B.Tech in Mechanical Engineering

May 2011 — May 2014

Nathdwara, Rajasthan

P.T.O.

## EXPERIENCE

### ❖ UX Crafter, Incubyte LLP

Mar 2025 - Current, India

1. Worked with 2 teams into Healthcare sector
2. Enhancing the experience of patient onboarding to care
3. Pre-visit forms for patients before their arrival for care

### ❖ Ui/Ux Designer, Learnyst Insights

Jul 2017 - Sep 2023, Bangalore, India

1. Worked on the Learnyst Design System based on Material guidelines V 2.0.
2. Created design components into the design system to maintain consistency and intuitiveness in the products.
3. Designed custom mobile apps using React.
4. Developed 3 custom mobile app design templates for different teaching segments, which are successfully live in the market and being used by 100k+ students.

## SKILLS

|                           |                                    |
|---------------------------|------------------------------------|
| User Research             | Wireframing                        |
| Prototyping               | Interaction Design                 |
| Usability Testing         | UI Design                          |
| Design Systems            | AI integration in Design Framework |
| UX Research               | Prototyping Tools                  |
| Stakeholder Collaboration |                                    |

## LANGUAGES

English: Proficient • Hindi: Proficient • Marathi: Proficient

## HOBBIES AND INTEREST

- |               |               |
|---------------|---------------|
| ❖ Football    | ❖ Photography |
| ❖ Playstation |               |