

# Nadiminti Sarvani

## UX DESIGNER

Portfolio  
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[nadiminti.design](https://nadiminti.design)  
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My design philosophy centers on user engagement and driving change, with a passion for travel and social responsibility.

## EXPERIENCE

### Digital Designer

**P&O Cruises, Carnival Australia** | Travel & Tourism

Mar 2023 — Current

#### UX/UI DESIGN

- Led **website redesign efforts** to align with new company wide re-branding, **enhancing UX**.
- Produced design mockups on Figma in collaboration with the website team, ensuring the **nuances of the cruise industry and new digital identity were considered**.
- **Negotiated with internal and external stakeholders**, including the agencies involved, creative studio, marketing and management.
- **Designed and developed eDMs** with HTML/CSS, aligning UI with brand and existing digital platforms.

#### DIGITAL DESIGN

- **Produced digital ads** for social media, Google, and Facebook, including HTML 5 and scroll X formats.
- Created **packaging design** for P&O's 'Sweet As' beer.

### Digital Designer

**Plezzel, CoreLogic Australia** | Real Estate & PropTech

Jul 2021 — Dec 2022

#### UX/UI DESIGN

- Designed user interface screens on Adobe Xd for Plezzel's proprietary marketing software by **identifying gaps, conducting user research, prototyping, and user testing** of features. The designs were then handed over to the developers.
- Introduced a standard design template for monthly EDMs rolled out using Mailchimp that led to a **46% increase in open rates** and **8x increase in clicks** in one year.

#### DIGITAL DESIGN

- Boosted Plezzel's social media & marketing results through on-brand graphic content, animated and filmed videos. Within a year, this generated more than **20x leads at a 65% less cost per lead**.
- Collaborated across teams to produce assets such as sales presentations, client on-boarding collateral and product brochures. These assets **substantially reduced time needed** for teams to generate customised material for clients and made the **on-boarding process easier** for clients to understand.
- **Trained other teams** on using Adobe Creative Apps and Figma to help them efficiently handle client requests and marketing campaigns.

### Digital Designer

**Constellation Technologies (ASX: CT1)** | Information Technology

Sep 2019 — Dec 2020

#### UX/UI DESIGN

- Worked with developers in building IoT dashboards on mobile and web platforms by understanding user flow, wireframing and designing user screens on Figma. This **significantly reduced support calls** and **raised the number of customers using CT platform** to set-up and use their devices.

#### DIGITAL DESIGN

- Designed client presentations, proposals, web infographics, product animations and video content that **brought in new clients and investors** to the company.
- Worked closely with upper management team in re-branding the company to **expand the client base locally and in China**. Project included presenting ideas, finalising brand manual and collaterals that are more targeted towards specific industry verticals than the previous ones.

## EDUCATION

### Master of Communication Design

RMIT University

2019 — 2021

### Bachelor of Design, Communications

National Institute of Fashion Technology

2015 — 2019

### Junior Diploma, Hindustani Vocal Music

Prayag Sangeet Samiti

2012 — 2015

## SIDE HUSTLES

### Founder of eCommerce Store

Mythica The Label | May 2023 — Current

### Design Blog Writer

99Designs | 2021 — 2022

### Design Lead, Admin & Mentor

Design Buddies | Mar 2021 — Feb 2022

### Hobbyist Game Designer

mana@itch.io | Passionate since 1997

## AWARDS

### Best Creative Use of Xd

RMIT Adobe UX Awards | 2020

## SKILLS

User Experience Design  
Design Research  
User Interface Design  
Brand Design  
HTML, CSS, ActionScript  
Presentation  
Client & Stakeholder Management

## TOOLS

Figma, Axure RP

Adobe Creative Suite

(Xd, Illustrator, InDesign, Photoshop, Premiere, AfterEffects, Animate)

MailChimp, Responsys, WordPress  
Jira, Confluence, Miro