

# mintyy (nadiminti) sarvani

UX & Digital Designer, Based in Naarm (Melbourne)

I help risk-averse teams embrace bold design by prototyping 'what if' ideas fast—turning hesitation into excitement for user-centric innovation.

## PROFESSIONAL EXPERIENCE

### Digital Designer

Carnival Corporation PLC (P&O, Cunard, Carnival Cruise Line)

Mar 2023 – Present | Travel Industry | NSW

- **Led UX enhancements for key pages** across Carnival Cruise Lines Australia's core pages, optimising for legibility, accessibility, and targeted offer visibility to maximise conversions and improve engagement across all customer segments. [\[View Project\]](#)
- Directed **performance focused design tailored for Australian users**, breaking away from the American team's approach
- Contributed to the **P&O website overhaul**, aligning interface and interactions with refreshed brand direction [\[View Project\]](#)
- Created effective designs for EDMs, digital ads, and ScrollX campaigns across email, Google, and Facebook that drove engagement and conversions
- **Refined briefs and project intake processes**, cutting back and forth iterations and enhancing clarity across teams

## ACHIVEMENTS

- **Led UX strategy** for Carnival Cruise Lines AU, influencing digital direction that focuses mainly Australian market instead of following US' team directions.
- Boosted open rates (**30% Trade, 25% Retail**) and click through rates (**7% Trade, 5% Retail**), outperforming 2023 targets
- Redesigned Casino eDMs, leading to a **\$1M cruise booking** and a near sell out of the Melbourne Cup Cruise
- Established long term tools now adopted by external agencies.

### UI Designer & Consultant

Freelancer [\[View Projects\]](#)

Feb 2022 – Present | Tradie Education, Printing, Workwear, Real Estate

- Led **UI design** for trade qualification platforms (e.g., White Card training), optimising interfaces for clarity and compliance standards.
- Directed **brand-focused web designs** for commercial printers and workwear suppliers, prioritising product presentation and B2B functionality.
- Delivered property developer websites, **creating responsive layouts** to showcase developments and generate leads.
- Produced **social media content and marketing emails across** sectors, maintaining consistent branding.

**Portfolio** [nadiminti.design](#)

**LinkedIn** [nadiminti](#)

**Email** [nadimintisarvani@gmail.com](mailto:nadimintisarvani@gmail.com)

## 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

Prayaq Sangeet Samiti

2012 – 2015

## AWARDS

### Best Creative Use of Xd

RMIT Adobe UX Awards | 2020

## SKILLS

User Experience Design  
UX Research  
User Interface Design  
Visual Branding Design  
HTML, CSS, ActionScript  
Presentation Design  
AI-powered design & research  
Client & Stakeholder Management

## TOOLS

- Figma, Adobe XD
- Illustrator, InDesign, Photoshop, Premiere, AfterEffects, Animate
- MidJourney, ChatGPT, Deepseek, Gemini
- MailChimp, Responsys, WordPress
- Jira, Asana, Confluence, Miro

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## PROFESSIONAL EXPERIENCE

### Digital Designer

#### CoreLogic Australia (Plezzel)

Jul 2021 – Dec 2022 | Real Estate & PropTech | VIC

- 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**. Designs then delivered to developers with assets and guidelines [\[View Project\]](#)
- Standardised a design template for monthly EDMs rolled out using Mailchimp.
- Boosted Plezzel's social media & marketing results through on-brand graphic content, animated and filmed videos
- **Collaborated across teams** to produce assets such as sales presentations, client on-boarding collateral and product brochures. These assets eased onboarding and reduced content creation time
- Trained other teams on using Adobe Creative Apps and Figma to help them efficiently handle client requests and marketing campaigns

## ACCHIVEMENTS

- EDM **open rates grew by 46%** & **click throughs increased 8x** within a year
- Social campaigns delivered **20x lead generation at 65% lower cost per lead**

### Digital Designer

#### Constellation Technologies

Sep 2019 – Dec 2020 | Information Technology | VIC

- Developed mobile and web UI for IoT dashboards, **improving usability** and **reducing support queries**
- Produced visual assets including proposals, infographics, product animations, and investor pitch materials that **brought in new clients and investors**
- Led rebranding project targeting **new market segments** in Australia and China
- Delivered UI improvements that drove customer adoption and **reduced support intervention**
- Supported investor relations through clear, visual content that secured new business

## WORKING RIGHTS

I hold full valid working rights in Australia and do not require sponsorship.

## REFERENCES

Available upon request

## VOLUNTEERING

### 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