

Niva Palaniswamy

PRODUCT DESIGNER

Portfolio: <https://www.nastudio.info>

Product Designer with 3 years of experience crafting research-driven, user-centric solutions for both B2B and B2C platforms. Specializing in visual design, UX strategy, user research, and scalable design systems, with a focus on enhancing user engagement and delivering tangible business results.

PROFESSIONAL EXPERIENCE

HRS Group, Berlin, Germany

HRS Group specializes in global corporate travel management, offering SaaS-based solutions to optimize lodging, meetings, and payment workflows.

Product Designer | Jul 2024 – Dec 2024

- Steered ongoing UX projects as sole product designer for the HRS B2B travel platform, focusing on hotel, meeting, and work desk bookings. Successfully launched its customer, supplier, and agent applications in December 2024.
- Conducted 20+ one-on-one user interviews to test and refine key user flows.
- Integrated payment features, enabling seamless corporate transactions through HRS Payment Services.
- Tailored UX designs and created flexible components to address specific requirements of US and European markets for meetings and lodging.
- Led stakeholder discussions, defined KPIs, and guided design decisions for platform's initial rollout.

Invia Flights, Berlin, Germany

Invia Flights is a flight booking B2C platform with a strong presence in the European market, with over 3M customers.

UI/UX Designer | Apr 2022 – Jun 2024

- Contributed significantly to web team in launching the redesigned flight booking platform, which was rolled out to 50% of customers.
- Collaborated with cross-functional teams of developers, POs, QAs, and stakeholders to design and deliver 15+ projects using Agile methodology, with weekly releases.
- Designed and shipped PLUS membership feature, enhancing flight booking services and discounts, leading to 30k+ customer sign-ups within 6 months.
- Optimized designs through user tests and A/B tests on flight offer page, resulting in 12% increase in conversion rates.
- Updated and refined design system during projects, leveraging tokens and variables, ensuring scalable and consistent UI assets across platforms.
- Improved user experience and interface for iOS and Android apps by adding new features and enhancements.
- Developed sustainability initiatives, integrating green flight options, electric car rentals, and a dedicated sustainability page.
- Orchestrated multiple website accessibility projects in collaboration with Google's Digital Experience Pilot Project, boosting Lighthouse scores by 26%.

Pristine Design Studio, Bengaluru, India

Senior Architect & Designer | Nov 2017 – Sep 2021

- Created detailed 3D models, animations, and graphic designs to visually communicate complex ideas, translating intricate architectural concepts into engaging presentations.

📍 Berlin, Germany

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EDUCATION

2011 – 2016

Bachelor of Architecture

McGan's Ooty School of Architecture

SKILLS

Design Tools: Figma, FigJam, Miro, After Effects, Illustrator, Photoshop, InDesign

Research Tools: Usability Hub (Lyssna), User Interviews, Microsoft Clarity, Hotjar (Contentsquare), Google Analytics

Technical Skills: HTML, CSS, JavaScript (basics)

Project Management: Jira, Confluence

FOCUS AREAS

Research: User Research, Personas, User Flows

Design: Wireframing, Rapid Prototyping, Visual Design, Interaction Design, Motion Design, Accessibility, Inclusive Practices, AI-driven designs for marketing

Testing: User Testing, Interviews, A/B Testing

Collaboration: Analytical Thinking, Problem-Solving, Empathetic Approach

Product: End-to-End Product Design from Concept to Completion

LANGUAGES

English: Fluent

German: B2 Level