

Nritika Tamang

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PROFILE

UX / Interaction Designer with a Master of Design (Interaction Design, with Academic Excellence) from UNSW and hands-on commercial experience delivering end-to-end UX across web and mobile. Skilled at translating user research and data into intuitive, conversion-focused digital experiences — from discovery and wireframing through to prototyping, usability testing and iterative delivery. Comfortable working across regulated and customer-facing environments, and experienced collaborating with product managers, engineers and stakeholders to shape product direction. Committed to accessible, inclusive design and evidence-based decision-making. Proficient in Figma, Miro and Adobe Creative Suite, with a strong ability to ramp up quickly on new tools and workflows.

CAREER ACHIEVEMENTS

- Awarded the Faculty Prize — Postgraduate Dean's List, Faculty of Art, Design and Architecture, UNSW, in recognition of academic excellence across the Master of Design programme.
- Won the Convenor's Award for the capstone project Blood Tea; Darjeeling's Finest at the UNSW Graduate Exhibition 2026; submitted to Prototypes for Humanity 2026, Dubai.
- Co-founded Between Culture, a fashion label whose custom orders were met with consistent admiration and whose work was featured in Grazia India, Homegrown India, and UpNext Designer — three prominent global fashion publications.
- Designed a trouser silhouette at Shahi Exports that became a commercial bestseller, generating 250,000 units in orders — the result of closely interpreting the client's brand brief and anticipating market demand.
- Delivered end-to-end UX redesign for Sun Health Clinic (Reco Digital) in a compliance-sensitive healthcare environment, improving information architecture and conversion-focused touchpoints to better serve both user needs and business objectives.
- Promoted to Third Key (acting management) at Fossil after demonstrating consistent customer service excellence — contributing to a 200% increase in sales in the first month while leading team performance during peak trading periods.

SKILLS

UX & Design: End-to-End UX Design · Interaction Design · Wireframing & Prototyping · Journey Mapping & User Flows · Information Architecture · Usability Testing · Responsive Web & Mobile · Design Systems · Onboarding Experience Design

Research & Methods: Qualitative Research · User Interviews · Affinity Mapping · Research Synthesis · Usability Testing · A/B Testing · Heuristic Evaluation · Google HEART · Persona & Journey Mapping · Evidence-Based Recommendations

Tools: Figma · FigJam · Miro · Whimsical · Adobe Creative Suite · Adobe Analytics · Figma Make (AI-assisted) · MS Excel · PowerPoint · Google Slides

Process: Human-Centred Design · Agile Cross-functional Teams · Stakeholder Facilitation · Workshop Facilitation · WCAG Accessibility · Inclusive Design · Compliance-Aware Design

EXPERIENCE

Digital Experience (UX) Designer · Reco Digital

Feb 2026 – Present

Internship → Contract · Sydney, NSW

- Led discovery and stakeholder sessions to diagnose customer retention issues at Sun Health Clinic — facilitating affinity mapping to surface pain points and translating findings into actionable design recommendations that shaped the client's content and experience strategy.
- Redesigned the Blog, About, and Article pages for Sun Health Clinic — restructuring layout, visual hierarchy, and introducing a clear CTA — contributing to an increase in lead generation alongside broader paid marketing activity across Google and Instagram.
- Redesigned the About the Industry and Competitor Analysis sections of the Reco platform through market and competitive research, improving navigation and user decision-making across a complex digital environment; also contributed marketing ideas for Sun Health Clinic that increased social media engagement.

- Designed a pitch deck for Reco Digital as part of the contract engagement — producing a polished client-facing presentation that communicated the agency's value proposition to prospective clients.

UX Designer — End-to-End · *Atelier Sleeba*

Nov 2025 – Present

Remote — London, UK

- Engaged as sole designer for a newly launched London-based couture brand — structured a full discovery process including stakeholder interviews to define the brand's values, sustainability story, and artisan sourcing narrative, translating findings into a website experience that communicates brand identity and places CTAs at key touchpoints so customers can reach the designer directly.
- Conducted 20+ rounds of usability testing and iterative refinement with the goal of enabling customers to reach the contact button within three clicks — synthesising qualitative findings across each round to progressively simplify navigation flows and reduce friction across the user journey.

Third Key (Acting Management) · *Fossil Group*

Aug 2025 – Feb 2026

Retail · Sydney, NSW

- Promoted into an acting management role during a team transition — handling complex customer grievances and service escalations, balancing customer satisfaction with business objectives in a high-volume retail environment.
- Led team performance during peak trading periods, modelling a customer-first approach and making real-time operational decisions — contributing to a 200% increase in sales in the first month while maintaining customer satisfaction standards.

Casual Sales Associate · *Fossil Group*

July 2024 – Aug 2025

Retail · Sydney, NSW

- Consistently achieved the highest individual sales through upselling and personalised recommendations — filtering by style, price point, and occasion to match customers with the right product, underpinned by a genuine empathy for what they were looking for.
- Analysed sales data, trend reports, and year-on-year performance figures to identify which styles and brands were performing — informing buying decisions and pushing the team toward evidence-based targets.

Co-Founder & Lead Designer · *Between Culture*

Oct 2020 – May 2023

Sikkim, India · Featured: Grazia India, Homegrown India, UpNext Designer

- Co-founded and led a fashion label specialising in custom orders — incorporating each customer's specific occasion, preference, and aesthetic requirements into every design, resulting in work consistently praised for craft and personalisation.
- Developed brand identity, visual direction, and customer communications — contributing to marketing strategy that grew the brand's follower count, increased order volume, and drove revenue growth over the label's three years of operation.

Fashion Designer · *Shahi Exports*

Sep 2019 – Sep 2020

Bangalore, India

- Designed a trouser silhouette that became a commercial bestseller, generating 250,000 units in orders — achieved by closely interpreting the client's brand brief and translating commercial requirements into a design that resonated with end customers.
- Retained a key commercial client by delivering design solutions that balanced creative requirements within tight price point constraints — combining multiple design details into a single cohesive brief to meet both quality expectations and budget parameters.

EDUCATION

Master of Design, Interaction Design

May 2026

University of New South Wales · Sydney, NSW · With Academic Excellence

Relevant coursework: Human-Centred UX Methods, Service Design, Critical Approaches to Design, Entrepreneurship and Creative Practice

Bachelor of Design, Fashion Design

May 2019

National Institute of Fashion Technology · Bangalore, India

SELECTED PROJECTS

Blood Tea; Darjeeling's Finest — *Critical Interaction Design · UNSW · Convenor's Award Winner*

- Translated complex socio-economic research into a multi-layered interactive experience exhibited at the UNSW Graduate Exhibition 2026 — demonstrating the ability to handle ambiguous, research-heavy briefs and communicate nuanced findings through design across multiple prototype iterations.
- Applied critical design and systems thinking using Figma, Figma Make and Adobe Illustrator to produce an experience that communicated complexity accessibly — showing rigour in research synthesis, iterative prototyping and design communication at exhibition standard.

Safety Softy — *Human-Centred Design · UNSW · UX Methods Research Project*

- Identified that UNSW international students frequently travel home alone after evening classes, leaving parents overseas anxious and students feeling guilty — conducted user interviews and affinity mapping to surface the emotional tension at the core of the problem, and developed personas, journey maps, and systems diagrams to frame the opportunity space.
- Designed Softy Safety — a GPS-activated keyring device that tracks journey progress and sends scent, light, and sound cues to parents when their child is travelling or arrives home safely — validated through A/B user testing, heuristic evaluation, and Google HEART metrics, converting qualitative research insights into a human-centred intervention grounded in evidence.

Sun Health Clinic — *Website Redesign · Reco Digital*

- Redesigned a healthcare client's website (Blog, Article and About pages) with a conversion-first and compliance-aware approach — restructuring information architecture, navigation and layout while introducing a distinct CTA — demonstrating direct experience designing in regulated environments where user needs and business constraints must be carefully balanced.

Atelier Sleeba — *Brand & Website Creative · Live Client Project*

- Sole designer responsible for end-to-end UX for a live client website — from discovery and stakeholder alignment through to responsive delivery across desktop and mobile — producing a cohesive, user-centred experience through iterative testing and close collaboration with the client.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Design Thinking, The Ultimate Guide — Interaction Design Foundation (March 2026)
- Foundations of User Experience Design — Google (June 2023)
- Member, Interaction Design Foundation — Sydney Chapter
- UX Meetups: Accessibility and Usability Testing — Dovetail, Surry Hills

Referees available upon request.