

# NISHKA LAUNGANI

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## Profile

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Product Designer with a Cognitive Science degree from UCLA, with experience across technology, healthcare, and education. I design and deliver end-to-end digital products, combining UX research, product logic, and design systems. My focus is improving usability and simplifying complex workflows in fast-paced, AI-forward environments.

## Work Experience

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**invisibleDesign** Hong Kong  
Product Designer 09/2025 - Present

- Contributed to an eight-month mobile app transformation for a startup client, auditing the existing product, analysing user and competitor behaviour, and redesigning core flows and interfaces with developers through to implementation.
- Built and maintained design systems across internal and client products, defining reusable component libraries that standardised UI patterns and reduced design-to-development iteration time.
- Led product design across multiple concurrent projects, translating stakeholder feedback and constraints into iterative product updates through cross-functional reviews.

**Preface** Hong Kong  
Product Designer (contract) 05/2025 - 07/2025

- Redesigned a class scheduling system for students, streamlining booking flows by reducing manual steps and simplifying scheduling interactions.
- Shaped a responsive website redesign, optimising layout and interaction design across devices, increasing primary CTA clicks by 14%.
- Designed an AI literacy assessment experience as the primary entry point to a citywide campaign, driving 20,000+ engagements and 3,000+ consultations.

**Tag** Hong Kong  
User Experience Designer (contract) 04/2025 - 05/2025

- Owned UX design for a digital asset management system for a pharmaceutical client, redesigning admin and user portals from concept through to high-fidelity prototypes.
- Reduced manual and customer service dependency by enabling in-system user profile access requests, allowing admins to directly process role and access changes within the platform.
- Iterated Figma prototypes based on user research and multiple client feedback cycles, with final designs reviewed and signed off by project leadership.

**Sony Pictures Entertainment** Hong Kong  
Data Science Intern 10/2024 - 12/2024

- Analysed campaign performance data to identify trends in Apple client promotions, improving understanding of ROI drivers across marketing activity.
- Presented streaming trend insights on Google India content at a global Sony Pictures Entertainment meeting, supporting regional decision-making discussions.
- Supported evaluation of marketing campaign performance across SEA markets, contributing to improved content engagement strategies for Sony titles in Thailand.

## Education

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Bachelor of Science, Cognitive Science, 3.7 GPA Los Angeles, United States  
University of California, Los Angeles 09/2020 - 06/2024

- Dean's Honor List (Fall 2020, Winter 2021, Spring 2023)

User Experience Design Specialisation  
Google (Issued by Coursera)

## Languages and Skills

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Languages: English (Native) • Hindi (Native) • Spanish (Limited Working)

Skills:  
Figma • Adobe XD • UX Research • UX Design • Digital Transformation • UX Audit • Python • R Statistics • MATLAB • Microsoft Excel • Wireframing • Iterative Development • Agile Methodologies