

NISHKA LAUNGANI

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Profile

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

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

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

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