Hello.
I'm *Nikisha Roberts*

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Motivated, adaptable, and creative UX/Product Designer with a foundation in cognitive science. With hands-on experience at organizations like Asana, Tapestry and Zillow, plus independent client work through her own design practice, she has honed her skills in UX research, design and digital innovation. Her approach is rooted in user-centered design principles, with a keen interest in how technology can enhance user experiences. Nikisha seeks to join a team that values collaboration, innovation, and bold design to address user challenges and enhance digital interfaces.

Skills

- Wireframing
- Prototyping
- A/B Testing
- Problem Solving
- Competitive Analysis
- Usability Testing
- Heuristic Evaluation
- Information Architecture
- Design Systems
- AI-Assisted Prototyping

Tools

- Figma
- ChatGPT
- Adobe Creative Suite
- Axure
- Webflow
- Claude Code

Education

2023
UX DESIGN DIPLOMA
BRAINSTATION

2022
B.A. COGNITIVE SCIENCE, DESIGNING FOR DIGITAL EXPERIENCES
UNIVERSITY OF SOUTHERN CALIFORNIA

Experience

MARCH 2025 – PRESENT
INDEPENDENT DESIGNER
ROBERTS & CO. | NEW YORK, NY

- Developing information architecture and user experiences for client projects, ensuring clarity, usability, and cohesive brand alignment
- Designing and shipping end-to-end web experiences using Webflow and AI-assisted workflows, accelerating delivery timelines while maintaining high design quality and usability standards
- Managing cross-functional collaboration and project workflows across multiple client engagements to ensure timely delivery of product and design milestones
- **Product Design Consultant, HealthCare Information Management (HCIM)** | Remote | October 2025 – Present
  - Building a new AI-powered product offering; turned early concepts into prototypes demoed to 7+ customers, helping secure a product development partnership.
  - Redesigning the UX/UI of Symkey, a data-heavy product, and updating the design system to support the new experience.
  - Use AI-assisted prototyping workflows to move from concept to testable prototype quickly.

AUGUST 2024 – FEBRUARY 2025
PRODUCT DESIGN APPRENTICE
ASANA | SAN FRANCISCO, CA

- Designed and implemented new UI components into Asana's Design System to enhance consistency and scalability.
- Conducted the largest and most comprehensive competitor audit to date, empowering the new Admin team with insights for FY25 vision planning.
- Partnered with engineers and product managers to deliver user-centric features that increased engagement.
- Designed multi-surface solutions aligned with Asana's product strategy and future roadmap.

Other Experience

UX STRATEGY INTERN
INSTRUMENT

PRODUCT RESEARCH AND MARKET ANALYST INTERN
ZILLOW

Experience (continued)

MAY 2023 – AUGUST 2023

TESTING & INNOVATION INTERN

TAPESTRY INC. | NEW YORK, NY

- Spearheaded A/B testing initiatives on major brand websites, including Coach and Kate Spade, significantly enhancing user engagement.
- Contributed to a projected revenue increase of over $1.4 million through optimization of online conversion rates. Inspired testing and brand team to invest in vendors to run similar tests.
- Collaborated with business stakeholders, developers, and UI designers to develop mockups and UX flows in Figma, focusing on personalization features that led to the creation of two key test plans.
- Pioneered the integration of AR technology into e-commerce strategy, presenting a comprehensive proposal to stakeholders that included market research, potential revenue impact, and a demo created with AR software.

OCTOBER 2022 – JANUARY 2023

UX/UI DESIGN INTERN

EXCELLA | REMOTE

- Led comprehensive competitive analyses for projects including novel initiatives for nonprofits utilizing NFTs to boost donations, delivering in-depth reports and actionable insights that guided the design strategy.
- Conducted a thorough UX audit of the company's initial website, applying usability heuristics to identify improvement areas, which were then compiled into a detailed presentation for the client.
- Played a pivotal role in the design process, from ideation to execution, by creating wireframes and layouts in Figma and Axure. These foundational designs were integral to the development of final deliverables.