

Nathaniel Sam George

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About

Experienced UX Designer with 4 years of commercial expertise, a master's degree in User Experience Design, and a bachelor's in Computer Science Engineering. As a finalist in national-level design and innovation competitions, I have consistently demonstrated creativity and problem-solving skills. I designed and implemented systems that has increased efficiency from 6 months to a matter of minutes. Additionally, I have provided web design and branding services to a global clientele, combining user-centered design with business goals. Founding an e-commerce and SaaS startup in 2019 further honed my ability to understand diverse business needs and deliver impactful, user-focused solutions.

Skills

Expert: Design Thinking, User Research, User Experience (UX) Design, Wireframing, Prototyping, User Interface (UI) Design, Usability Testing, Product Testing, Heuristic Evaluation, Figma, Adobe XD, Axure RP, Adobe Illustrator, WordPress, Elementor, AI tools

Proficient: Project Management, Webflow, Framer, Unity, HTML, CSS, Python.

Experience

- **Designer & Developer at Cadala, 2019-2022.**
Founded and developed a B2B market system that bridged the gap between merchants and consumers. Attracted national media attention and secured marketing support from the Government of Kerala. Responsibilities included all user experience design processes from ideation to user research, prototyping, design of UI and development of an MVP and negotiations with potential sellers and investors. [Read news article here.](#)
- **Rasam Season 1, 2018**
Designed and implemented a comprehensive event management system in college using Adobe Muse and WordPress, streamlining registration and check-ins for 500+ participants and enabling immediate post-event certificate printing, reducing turnaround time from weeks to minutes and earning widespread acclaim for its efficiency
- **The Concrete Conference, 2021-22**
Designed and developed the website for the conference. Implemented a flawless paid registration that made ticketing hassle-free and improved conversion rate by 40%. Also implemented marketing strategies by developing RPA robots improved workflow significantly by reducing the turnaround time to just 2 days of machine work than weeks of human work.

Projects

- **Suryani** : A research-intensive project undertaken for my MSc dissertation, focused on investigating the declining significance of the Syriac language among the Syrian Christians of Kerala. The project aimed to develop a technology-driven proposal for revitalizing the Syriac language in Kerala utilizing conversational AI . It involved applying the design thinking framework, conducting extensive user research, ideation, wireframing, prototyping, and user testing. I created a high-fidelity prototype with UI elements using Figma and employed various evaluation methods to ensure the solution's effectiveness and usability. [Read case study here.](#)
- **Presty**: A personal stylist application that uses biometrics to understand the user's body shape and figure to suggest styling options for different occasions based on query, using conversational AI. The team project included user research, ideation methods, creation of user journey maps and service blueprints, wireframing, creation of UI elements and an interactive high fidelity prototype using AxureRP which was then evaluated using different methods. [Read case study here.](#)

Education

- **MSc User Experience Design**, Edinburgh Napier University.
2023-2024
- **B.Tech Computer Science Engineering**, Providence College of Engineering.
2017-2021

Achievements

- **Top 10 Finalist - Dell Designathon 2022**
National level design-based hackathon for startups in India organized by Dell Technologies. [See post.](#)
- **Finalist – Smart India Hackathon 2019**
National level hackathon for young students organized by the All India Council for Technical Education.