NIHARIKA SUNDARIGARI

DIGITAL & EXPERIENCE DESIGNER

New York City | 917-216-6795 | nsundarigari@gmail.com | niharika.design | LinkedIn

SUMMARY

Digital designer with 4+ years shaping high-traffic ecommerce experiences at Macy's and Clinique. I bring visual craft and UX thinking together to simplify promotional journeys, create adaptable responsive layouts, and translate complex marketing needs into clearer customer-facing experiences.

EXPERIENCE

Designer Specialist | Macy's Inc. **Aug 2022 – Present**

- Own recurring homepage campaign experiences from brief through launch QA, organizing hero content and supporting promotions across desktop, mobile web, and app.
- Design personalized homepage creative for audience, category, and weather-based segments within a homepage experience that achieved 7.8% YoY conversion growth.
- Recommend layout and CTA approaches that balance customer clarity, offer visibility, brand guidelines, and merchandising priorities; refine solutions through stakeholder review.
- Adapted Flower Show / Bouquet of Deals layouts when requirements shifted to two featured products per day, retaining visual continuity while making offers more prominent.
- Collaborate with UX, engineering, marketing, and CRM teams to resolve competing requirements, review live placements, and correct design inconsistencies.

Freelance Digital Designer | Clinique **Apr – Jun 2022**

- Designed seasonal campaign experiences and adapted product imagery for Clinique.com, Sephora, and Ulta within established brand and ecommerce requirements.

SELECTED PROJECTS

Sociable | Independent UX Concept **2023**

- Gathered early feedback through informal interviews and questionnaires, then designed planning flows and Figma screens for an unshipped app concept.
- Reviewed screens with participants and iterated the concept based on their feedback, to clarify group preferences and decisions.

Wedding Identity & Experience | Independent Project **2025**

- Designed a coherent experience across 13+ digital and physical touchpoints for a three-day, 400+ guest event, using reusable typography, illustration, and layout principles.

EDUCATION & CERTIFICATION

BFA, Communication Design | Parsons School of Design (2021)

UX Design Certificate | eCornell (2023)

SKILLS & TOOLS

Digital Experience • Responsive Design • UI Design • Information Hierarchy • Design Systems • UX Research

Figma • Adobe Creative Suite • After Effects • AEM • Framer • Adobe Firefly