

# NINA JOSHI

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ninajoshidesign.com

## SUMMARY

Strategically minded Designer-Engineer interested in leading teams to solve impactful, cross-functional system challenges.

## EXPERIENCE

- 2017 - now **ERICSSON BUSINESS INNOVATION, UX Design Innovation Lead**, Santa Clara  
Designing system architectures and flows and building robust partnerships to ship innovative connectivity solutions as an Intrapreneur, where our work is disrupting Ericsson from the inside and spearheading strategic shifts in the company. Lead, train, and coach team in Design Thinking methodology and user research.
- 2015 - 2017 **AT&T FOUNDRY, UX Design Innovation Lead** on Ericsson Team, Palo Alto  
Designed system architectures and built strong relationships across companies, including AT&T, Ericsson, startups, and other partners to deliver streamlined enterprise software and services and novel Augmented and Virtual Reality interaction experiences that address key business needs. Led, trained, and coached team in Design Thinking projects, methodology, and company-wide transformation initiatives. Spearheaded new market, technology, and user research on AR/VR and Software Defined Networking.
- 2015 **ESPER, Lead UX Designer**, Redwood City  
Determined product strategy and feature definition for productivity software and services. Designed flows, conducted user research, led prioritization with engineers to ship several enterprise and consumer products to our users.
- 2014 **LEEO, Innovation Product Manager**, Palo Alto  
Led foundational research to uncover insights to inform product roadmap and partnership strategy. Invented 27 Internet of Things core company patents. Product managed responsive marketing and e-commerce website.
- 2011 - 2014 **BARNES & NOBLE NOOK MEDIA, Product Design Engineer**, Palo Alto  
Designed tablets from product and feature definition to detailed design development while collaborating with internal and external cross functional teams. Invented 6 patents.
- 2011 **HP PALM, Product Design Engineer**, Sunnyvale  
Researched and prototyped technologies and concepts for future roadmap strategy; Designed smartphones from use and feature definition to detailed design development.

## EDUCATION

- 2009 - 2010 **STANFORD UNIVERSITY: MS IN MECHANICAL ENGINEERING, MECHATRONICS**  
Studied the integration of design, CS, EE, and ME to create smart products.
- 2005 - 2009 **STANFORD UNIVERSITY: BS IN ENGINEERING, PRODUCT DESIGN**  
Studied high-level strategic design thinking and tangible user-centered solution creation for products, services, and experiences.

## SKILLS

- Prototyping: C, Assembly, C++, Java, HTML, CSS, Adobe CS, Sketch, Microcontrollers  
Language: English (native), French (intermediate), German (basic), Mandarin (basic)