



Muskan Jain

Product & UX Designer

- Product Designer based in Amsterdam, Netherlands with 8 years of experience designing digital products across education, media and smart home systems. Born and raised in New Delhi, trained at Amsterdam University of Applied Sciences and the National Institute of Design, Ahmedabad where I deepened my research-driven practice.
- I design with intention - creating experiences that help people focus on what really matters to them. My philosophy is design by doing. I work with clients across product, visual, and motion design, with research interests in human-centered design and accessibility.

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UX Portfolio
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Education

MSc. in Digital Design
Sept. 2024 – Jul. 2025
Full-time • On-site
Amsterdam University of
Applied Sciences, Netherlands

B.Des. in Animation Film Design
Jun. 2013 – Jan. 2018
Full-time • On-site
National Institute of Design,
Ahmedabad, India

Expertise

UX & Research
User interviews • Field research
• Usability testing • Journey
mapping • Personas • Service
design principles

Design skills
Interaction design • Wireframing

Professional Experience

○ **UX Designer (AI Experience & Product Innovation)** • Nov. 2025 – Present
TripGoGo • Internship • Part-time • Remote • Amsterdam, NL

- Conducted comprehensive UX audit for travel itinerary platform ahead of beta launch.
- Designed visual identity and UI systems to create intuitive user experience.
- Performed cross-device testing and quality assurance across mobile, tablet, and desktop.
- Identified and documented UX pain points, delivering actionable design recommendations.
- Provided UI modernization strategy to enhance platform aesthetics and usability.

○ **Product Designer** • May. 2024 – Oct. 2024
Digital Society School • AUAS • Freelance • On-site • Amsterdam, NL

- Tested Ethical AI framework with 50+ users across Amsterdam festivals.
- Facilitated workshop on AI and public media at Society 5.0 Festival 2024.
- Conducted user research for DSS website, delivering actionable insights.

Workshops & Presentations

- *Keynote Speaker & Workshop Facilitator* — Synthetive: Election Edition: Co-creating the Future of AI, Media, and Sustainability, Society 5.0 Festival (2024)
- *Workshop Facilitator* — AI in Electoral Processes, UXCamp Amsterdam (2024)
- *Presenter & Demo Lead* — Synthetive: Election Edition, Digital Society School & Dutch Parliament (Digital Affairs Committee), Amsterdam (June 2024)
- Audience included: Barbara Kathmann (Chair, Digital Affairs Committee) and Ger Baron (CTO, Municipality of Amsterdam)

○ **Creative & UX Lead** • Apr. 2024 – Oct. 2024
KATHA • Part-time • Remote • New Delhi, IN

- Led UX direction for EdTech platform serving rural school children.
- Managed cross-functional team of 12 (4 UX designers, 3 researchers, 6 content creators).
- Directed design for Katha Diptee App, KaDL Website, and Mangrove project.
- Coordinated user testing with children and iterative design reviews.

Selected Projects

- *Katha Diptee App* — Multimedia early English literacy learning platform.
- *KaDL Website Redesign* — Redesign of organizational website and digital presence.
- *Mangrove Project* — Led animation design and developed funding proposal.

Prototyping • Design systems
• Accessibility • Information architecture

Tools

Figma • FigJam • Adobe CC
• After Effects • Miro • Jira / Trello

Ways of Working

Agile / Scrum • Cross-functional collaboration • Design Thinking
• Iterative development

Languages

English

Proficient

Dutch

Intermediate

Hindi

Native

Publications

Master's Project Memory Ball

• featured in ThingsCon Report 2025: State of Responsible Technology • Jain, M. (2025). Embedded Gen-AI Memory ball. In I. Smit & A. Krajewski (Eds.), State of Responsible Technology 2025 – Generative Things (p. 126). • Stichting ThingsCon Amsterdam.
<https://doi.org/10.5281/zenodo.16227093>

Master's Project Conversations That Matter

• Paper accepted and presented at RSD14, OCAD University (2025)

Awards

Go HVA Game Changers Award 2024 (Public Choice) • Issued by Go HVA– Associated with DSS • Jan 2024

Meditate • intelligent air purifier Havells, contributed in co-creation of iconography on physical product and digital animations for the meditate mobile App Issued by International Design Center Berlin • Nov 2022

Design Researcher • Sept. 2023 – Jan. 2024

Digital Society School • Digital Transformation Intensive Program
Full-time • On-site • AUAS • Amsterdam, NL

- Led end-to-end UX process for an AI literacy framework and product: research, ideation, prototyping, and usability testing.
- Conducted user interviews and field testing with 50+ participants at public events and festivals.
- Synthesized qualitative insights into actionable product improvements and facilitated co-design workshops with stakeholders and users.
- Collaborated across 10+ media stakeholders to integrate user research, brand identity, and participatory testing into live product launch.
- Drove user studies and marketing for Synthetive framework, boosting social media engagement through targeted campaigns.
- Produced 15 custom game boxes distributed to industry partners, sparking discussions at NPO Innovatie events.

Projects & Achievements

- *Synthetive* — A Game for Media Makers Interactive media literacy and AI awareness project, presented at public festivals and institutions.
- *GoHVA Game Changers Public Choice Award 2024* to Synthetive for sustainability.

Visual / Motion Designer • July. 2019 – Aug. 2023

Havells India Ltd. • Full – time • On – site • Noida, IN

- Increased user engagement by 20% (session frequency and feature adoption) across Havells Sync and Solar Enviro apps through illustrations, motion graphics, and video content (measured via analytics, TestFlight builds, and Google Play reviews).
- Boosted digital campaign click-through rates by 25% for Havells Home App and Havells Sync by delivering high-performing story boards and creative assets.
- Collaborated with product managers and research teams to develop inclusive, user-centred UI/UX solutions for smart home platforms (Havells One/Sync), informed by iterative testing and user feedback.

Selected Projects

- Reset UI animations — Adonia & Monza water heaters
- Havells Enviro Konnect — App icon design & illustrations
- Havells Sync — E-store illustrations & community app
- Freddo Air Cooler — UI animations
- Telemedicine App — Storyboarding
- Havells Future Home — Concept development
- Curtain Controller — Illustrations & animations
- Monoblock Touch Switches — Interface design
- AQI Monitor — Motion graphics
- Product Iconography — Physical & digital systems
- Havells Studio — Branding & visibility film

User Experience Design - Lead • Sept. 2018– Dec. 2018

Infosys.digital Full-time • On-site • Bangalore, IN

- Worked in a high-functioning UX team of 12 members on redesigning an internal banking operations platform used by 1000+ bank employees, prioritising accessibility and basing design decisions on strong user research.
- Created storyboards for UX journey pitches to communicate new ideas effectively.
- Co-produced an animated video for the inauguration of the newly established Infosys Digital Experience Design Studio in mid-2018.

User Experience Design Trainee • Jul. 2018– Aug. 2018

Infosys.digital • Full-time • On-site • Mysore, IN

- Participated in a mandatory two-month on-site UI/UX Design training at the Infosys Training Center in Mysore, India, prior to joining the Bangalore office as part of onboarding.
- Designed a high-fidelity prototype for the Ghajini App, a note-taking application, using a research-through-design (RtD) approach as part of official training completion.

Project: Designed a high-fidelity prototype for Ghajini App, a note-taking application, using a Research through Design (RtD) approach.