

Nandin Sajith

Product Designer | Interaction Designer | UX Design Lead

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Experienced Product Designer and Interaction Designer with over 4 years of expertise in User Experience (UX) Design and product design within complex organizations. Demonstrated success in driving strategic design initiatives and launching products (including FinTech and payment technologies) by specializing in user-centered design and integrating foundational, exploratory, and evaluative user research. Proven ability to collaborate cross-functionally and synthesize user data to deliver measurable business outcomes. Recognized for excellence in design thinking, visual and interaction design, storytelling, and stakeholder advocacy, with a strong grasp of UX principles and best practices for developing intuitive, accessible, and easy-to-use solutions.

Professional Experience

Design Lead - Wings Design Studio

May 2025 - Present, Chennai

- Led UI/UX design and digital strategy for B2B/B2C platforms, using UX principles to drive a 42% sales growth via digitized hyper-local experiences.
- Collaborated with Product Managers and cross-functional teams, ensuring design alignment with stakeholders through storytelling and strategic frameworks on all web or mobile platforms.
- Achieved an industry-recognized design award for impactful and easy-to-use solutions that demonstrated visual, interaction design excellence and motion design fundamentals.

Senior UI/UX Designer, Product (Contract) - Appinventiv Technology

December 2024 - April 2025, Noida

- Redesigned Visual Communication & user interfaces for major brands, boosting sales by 15% through intuitive customization and rigorous usability testing.
- Conducted user research and prototyping to enhance onboarding and system usability for a complex enterprise, applying UX principles.
- Implemented evaluative research and user value assessments for product iterations, contributing to the product development process by understanding their behaviors, attitudes and emotions.

Associate Product Designer - Mouse and Cheese Design Studio

Dec 2023 - Dec 2024, Noida

- Delivered end-to-end UX for consumer products, ensuring 100% on-time handovers via rigorous UX engineering, usability testing and design principles.
- Designed and evaluated experiments for interface performance, leading to measurable user experience improvement and exploring solutions.

UI/UX Product Designer Intern - Initia Design Studio / Unominda

May 2023 - Aug 2023, Pune

- Streamlined Human-Computer Interaction in automobile HMI, collaborating closely with engineering and Product Managers to improve usability.

UI/UX Design Intern – CalciteX Cybernetics

Mar 2022 – Sep 2022, Remote

- Designed MVP payment flows for B2B grocery platform using high-fidelity wireframes, driving vendor onboarding success, after Developing wireframes, mockups, prototypes and best practices.

UI/UX Design Intern – Rariko

Jan 2022 – Mar 2022, Remote

- Created responsive UI, branding, and user flows for a web3 NFT payments platform, supporting beta launch adoption.

Education



Bachelor of Design, Industrial Design

Vellore Institute of Technology, 2020 – 2024

8.16 CGPA

Core Skills

- Interaction Design & User Interfaces
- User Experience (UX) Design
- Product Design
- UX Principles and Best Practices
- Product Development Process
- Wireframes, Mockups, Prototyping
- User Research
- Usability Testing & Experiment Design
- Gather feedback
- Explore solutions and Deliver on designs
- Cross-functional Collaboration
- Applied research setting
- Agile, Scrum, Lean UX
- Stakeholder Management
- Strategic & Storytelling Skills
- Design Language Systems

Strengths

- Stakeholder Advocacy & Leadership Alignment
- Human-Computer Interaction (HCI)
- Design Thinking & Innovation
- User Value Assessment
- Roadmap & Backlog Prioritization
- Product Analysis

Additional Information

- Designed for the Indian market and mobile platforms, ensuring intuitive and accessible user experiences, while working within multi-disciplinary UX teams.
- Advocated for research findings by presenting clear reports and delivering compelling presentations to leadership and stakeholders..
- National Level Football player, South zone University team captain.
- National Kho Kho player.

Tools

- Figma, Adobe XD, Framer Studio
- Sketch, Balsamiq, InVision, Design tools
- Adobe Photoshop, Rive
- Typography, Color, Grid
- Google Analytics, Google Docs, Google Slides
- Maze, Google Forms/Surveys
- Web or mobile platforms

Certifications

- Google UX Design Certificate – Coursera
- Product Management Specialization
- Certified Scrum Product Owner (CSPO)
- LinkedIn The AI-Driven Product Designer

Achievements

- IBDA Best Design Studio Award – 2025
- Delhi Designathon Winner – 2024
- India's Best Design Project Award – 2023