

# Nirmal Tandel

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## Professional Summary

Product Designer with over 6 years of experience in scaling consumer ecosystems of 100M+ users across continents with a proven track record in establishing and validating novel interaction frameworks, grounded by a foundational 2+ years in full-stack design, engineering, and brand consulting.

## Professional Experience

### Tata Digital, India - Senior Product Designer

Aug 2022 - Present

B2C: Designing for a 120M+ user super-app across retail, fintech, travel, and e-commerce.

- **Design Lead for financial services:** Leading design direction for credit card, insurance, lending services.
- **Design Lead for web platform:** Leading web migration & design direction for 25+ verticals of Tata Neu.
- **Product designer:** Research & design for India's first super app Tata Neu.

### OLX India Pvt Ltd, India - Product Designer

Jun 2020 - Aug 2022

C2B2C, B2B - Global automotive marketplace OLX Autos, spanning 11 markets across 4 continents.

- **Product designer:** Research & design for Car dealers auction portal (B2B), Car seller self inspection journey (B2C), Car buyer transaction app (B2C).
- **Product design intern (6 months):** B2B - Research & design for OLX Autos inspection portal for car inspectors

### IBM, India - UX Design intern

May 2019 - Jul 2019

B2C, B2G - Designed a secure crowdsourced recovery alert system to accelerate missing child recovery efforts.

### Independent Consultant - Web Developer

Jun 2016 - Mar 2018

Delivered brand identity, web design and development for independent client businesses.

## Education

### National Institute of Design, Bengaluru

2018 - 2020

Master's of design - Interdisciplinary Designer

### Birla Visvakarma Mahavidyalaya, Anand

2010 - 2015

Bachelor's of Engineering - Electronics & Telecommunication Engineering

## Recognition & IP

### Microsoft, USA - Design Expo 2019

2019

Represented NID at Microsoft Design Expo (Seattle, USA) for designing a disaster relief platform focused on transparent, real-time impact recognition.

### National Institute of Design - Design Registration Approved

2019

The Book Dock

### OLX Autos, India - Patent Pending

2021

Vehicle Self Inspection for car sellers

## Core Competencies

**Product Design & Architecture:** Complex system simplification, cognitive flows, advanced prototyping, journey optimization, motion design & animation, video production.

**Design Leadership & Strategy:** 0-to-1 product strategy, cross-functional mentorship, ecosystem thinking, collaborative workshops, design evangelism.

**Collaboration & Execution:** Technical migrations, design-to-development workflows, Design research, visual storytelling.

**Technical Skills:** Figma, ProtoPie, Adobe Suite, HTML, CSS, PHP, WordPress, Bootstrap, MySQL, Maze, Framer, MixPanel.

## Professional reference

[Ankur Sardana](#): Head of Design - OLX Autos, Director of Design - Tata Digital, Founder - Yes & Play (Design x Improv)

[Shalab Vaishnav](#): Design Manager - OLX Autos, Design Manager - D.E. Shaw

[Akshita Rastogi](#): Design Manager - OLX Autos, Associate director of design - Tata digital ([akshita.rastogi@tatadigital.com](mailto:akshita.rastogi@tatadigital.com))

[Paul Adams](#): Design Manager - OLX Autos, Independent consultant - Sonders Collective