

Nikhil Nanu

Product Designer

EXPERIENCE

Director , Chief of Design

Blocktheory (Formerly Designstring)

Apr 2023 - Nov 2024 · 1yr 6mos

- Led the design and execution of multiple Web3 projects which included a Web3 wallet and other tools, leading a cross-functional team of 4 designers and developers.
- Collaborated closely with founders and product teams to shape design vision and strategy

Co-Founder , Chief of Design

Amby.co (Product Initiative of Designstring)

Oct 2021 - May 2022 · 8 mos

- Designed the product from inception to launch and managed its lifecycle through iterative updates and improvements.
- Worked directly with the fellow founders to ensure alignment between user needs, business goals, and technical capabilities.
- Played a key role in shaping the product's research, vision and positioning in the market, helping it gain traction among early adopters.

Director , Chief of Design

Designstring

May 2020- Apr 2023 · 2 years 11mos

- Transitioned from a hands-on design role to a strategic leadership position, taking control of the company's design direction, team, and processes.
- Built and led a team of up to 8 designers, overseeing the design workflow and establishing new standards for design quality, efficiency, and collaboration.
- Managed key product partnerships with prominent brands such as Blackbuck, Rapido, and Jupiter Money, delivering high-quality design solutions that aligned with clients' business goals.
- Implemented design frameworks and tools that improved team productivity and facilitated smoother collaboration with cross-functional teams.
- Enhanced the company's design culture by fostering a creative, inclusive, and collaborative environment.

Sr. UI /UX Designer

Designstring

Sep 2016 - Apr 2020 · 3 years 7 mos

- Led all design projects in-house as the sole designer, working across multiple sectors and industries, including tech, finance, fitness, e-commerce, and travel.
- Notable clients: Netcore, Cleartrip, and several other leading companies, for whom I designed user-centric products that drove engagement and enhanced user satisfaction.
- Collaborated closely with product managers and developers to ensure seamless execution of designs, from wireframing to final implementation.
- Played a key role in creating and maintaining design systems that ensured consistency and scalability across client projects.

Graphic Designer / UI Designer

Mobstac

Sept 2010 - jul 2012 - 2 years, Paris

- Designed marketing collateral, including digital ads, website graphics, and branding materials, in collaboration with the marketing team.
- Contributed to the design of an in-house product, WifiFire, a local WiFi network detector, by creating the UI and user experience flows.
- Supported the product team in delivering user-centric design solutions that improved the product's usability and performance.

EDUCATION

Bachelor of Technology in Information Science Engineering

Canara Engg. College

Graduated 2011, Mangalore

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Currently Residing in

Bangalore

Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Tools & Technologies

Figma, Sketch, Protopie,

Framer, Zeplin, Google

Analytics

Other Skills

HTML, CSS

Languages

English (professional)

Hindi

Malayalam

Kannada