

Sudeshna Pantham

Principal Product Designer

Design leader with 15+ years of experience shaping complex products, teams, and strategies across Nike, Amazon, eBay, and high-growth startups. I turn ambiguous business problems into clear product direction, align cross-functional teams around a shared vision, and build systems that create measurable customer and business impact.

EXPERIENCE

Principal Product Designer

Nike · Jun 2022 - Present

- Defined the vision and product direction for a global sales transformation initiative projected to create \$400M+ in value and save 92,000 hours, aligning product, engineering, research, and business leadership around a shared roadmap.
- Led the recommendation strategy and future state for Nike.net, consolidating 76 partner interviews and 1,900 sessions into a roadmap representing \$600M in projected opportunity. Facilitated four cross-functional design sprints and led the most complex workstream from strategy to launch, driving +37% add-to-cart, +21% average order value, and \$3.5M realized post-MVP.
- Secured VP buy-in across multiple design roadmaps, translating ambiguous business goals into clear product direction and influencing priorities across product and design.
- Led through influence across a broader design team, creating shared frameworks, research synthesis, and decision-making tools that improved alignment and accelerated execution.

Head of Design

StructionSite · Oct 2020 - Jun 2022

- Joined as the first Head of Design and built the design function from zero: the team, product vision, brand, and first design system.
- Reframed the product from a documentation tool into an intelligent project management platform, expanding the company's vision beyond its original feature set.
- Facilitated cross-functional workshops that resulted in two new product ventures, creating new revenue streams aligned with long-term business growth.
- Led a full rebrand that increased traffic 124% and LinkedIn impressions 100% in the first 30 days.
- Helped grow ARR from \$6M toward \$20M and contributed to the company's acquisition by DroneDeploy in 2022.

Contact

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Skills

Design Strategy

Product Vision

Design Leadership

Systems Thinking

Storytelling

Facilitation

Rapid Prototyping & Testing

Product Design

Branding

User Research

Head of Design

Anonymo Labs · May 2016 - Sep 2020

- Built and led a design team of six designers and one researcher, establishing the function across product, sales, and marketing.
- Led product design from concept to launch across four iOS/Android apps and three websites, shaping the experience across a growing privacy-product portfolio.
- Partnered with the CEO to develop privacy protection services that led to a successful white-label sale to a major security company.

Senior UX Designer

Saatchi & Saatchi - Toyota · Jul 2015 - May 2016

- Led UX design across Toyota digital products including search, inventory, owner services, and connected-vehicle experiences across web and mobile.
- Created product flows, prototypes, and interaction systems that helped teams align on complex customer journeys and accelerate delivery.
- Facilitated brainstorming and mentored junior designers while using research and analysis to improve engagement and product clarity.

User Experience Designer

Amazon · Jun 2013 - Jul 2015

- Led UX design for A9 initiatives across search, advertising, and visual discovery, including early machine-learning-driven shopping experiences.
- Designed camera- and image-based product discovery concepts that helped customers find products in new ways beyond traditional text search.
- Redesigned a large-scale Q&A experience across digital platforms, improving clarity and usability for customers seeking product information.

User Experience Designer

eBay · Jun 2011 - Jun 2013

- Designed and improved experiences across eBay Entertainment, Tickets, and France, partnering with cross-functional teams to simplify key journeys and improve engagement.

Patents

Browse by Visual Variety (Amazon)

Awards & Features

Viction:ary, Hong Kong, 2011
PRINT Magazine, New York, 2011
Output, Amsterdam, 2010
Design by Thesis, Michigan, 2010
Impact & Impressions, Los Angeles, 2014
ADTI, Los Angeles, 2009
ACFCLA, Los Angeles, 2008

Education

MFA, Graphic Design
OTIS College of Art & Design,
Los Angeles

BFA, Fashion & Lifestyle
Accessories
National Institute of Fashion
Technology, Bangalore