

Nirmal Tandel

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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.

OLX Autos, India (Remote) - Product Designer Jun 2020 - Aug 2022

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

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.

Supernova Technologies, India - Arduino Engineering Intern Dec 2014 - May 2015

Developed a solar battery charging system featuring temperature compensation to optimize longevity and performance.

Education

National Institute of Design, India 2018 – 2020

Master's of design – Interdisciplinary Designer

Birla Visvakarma Mahavidyalaya, India 2010 – 2015

Bachelor's of Engineering – Electronics & Telecommunication Engineering

Recognition & IP

Microsoft, USA - Design Expo 2019 2019

Selected to present global disaster relief & impact recognition solution at Microsoft Design Expo 2019 (Seattle, USA)

National Institute of Design - Design Registration Approved 2020

The Book Dock

OLX, 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.