

Nirmal Tandel

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Product designer with **6+ years** of experience taking products from zero to one, at scales up to 120M+ users across 11 markets worldwide. Created first-in-category patterns, including a patent-pending self-inspection flow at OLX Autos, super app and web patterns for Tata Neu. Led a team of 3 designers for Tata Neu's web platform redesign. Now leads design for Tata Neu's regulated financial products.

Previously a full-stack developer for nearly **2 years**; now prototypes in code and builds AI design tooling.

Professional Experience :

Tata Digital, Gurugram **Senior Product Designer** **Aug 2022 - Present**

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

- **Financial Services (2026)**. Lead design for credit, forex and FD-backed credit cards, credit score, insurance and lending: regulated journeys across onboarding, KYC, application, activation and retention. Onboarded new insurers and SBI credit cards onto the platform. Cut customer support contacts by 7%.
- **Electronics by Croma (2026)**. Led end-to-end design for the electronics vertical, focused on connecting online and offline shopping. Redesigned freebie redemption to keep the cart clean, rebuilt the product exchange flow (+22% exchange attachment), and redesigned the landing page (-8% bounce rate). Introduced a membership program with Croma.
- **SuperWeb, 0-to-1 (2025 - 2026)**. Led a team of 3 designers to rebuild the Tata Neu web platform. Introduced a persistent sidebar, a pattern e-commerce hadn't used, along with several first-time interactions, each designed to stay obvious to a first-time user. Interaction rate on home up by 70%, time-on-site from 30s to 90s.
- **Credit cards, 0-to-1 and 1-to-N (2024)**. Designed the secured credit card application flow so the interaction absorbs a genuinely complex process instead of exposing it: 30% conversion uplift. Redesigned referrals: 57K+ referrers a month, 3.63 referrals each.
- **AI Search, 0-to-1 (2023)**. Introduced AI search on Tata Neu: 41.4% feature CTR; null results cut from 9% to 4%.
- **Omnichannel, 0-to-1 (2023)**. Connected Tata stores and Tata Neu app with omni layer. 140K+ organic app installs, 88K+ store footfall in a quarter after launch.
- **SuperHero (Design-led strategy), 0-to-1 (2023)**. A new platform-owned module for Tata Neu app. Clicks per visit from 1.1 to 2.11.
- **Super App redesign, 1-to-N (2022)**. Cross-brand traffic up 18%; app store rating from 3.9 to 4.3.

OLX India, Gurugram **Product Designer** **Jun 2020 - Aug 2022**

C2B2C, B2B - Research & Design for automotive marketplace OLX Autos, spanning 11 markets across 4 continents.

- **Vehicle self-inspection, 0-to-1**, patent pending. Let sellers inspect their own cars instead of waiting for an inspector, while keeping the data reliable enough for procurement. Inspection time down 25%, lead-to-procurement up 4x.
- **Global marketplace**. Research & design for OLX Autos across 11 markets: C2B2C flows for car sellers and pre-owned car buyers, B2B dealer auction tool.
- **Global Inspection App**. Research & design for OLX Autos inspection portal for car inspectors.

IBM India, Bengaluru **UX Design Intern** **May 2019 - Jul 2019**

B2B - Designed a secure crowdsourced recovery alert system to accelerate missing child recovery efforts.

Infotech, Valsad **Web Developer** **Jun 2016 - Mar 2018**

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

Supernova Tech, Anand **Arduino Engineer** **Dec 2014 - May 2015**

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

Awards & Recognition :

Finalist	Microsoft Design Expo (@ Microsoft, USA)	2019
Selected as NID's representative team to present at Microsoft design Expo (2019) alongside design schools from the US, Europe and Latin America. Designed a global disaster relief and impact recognition platform.		
The Book Dock	Fixture Design (@ NID)	Design registration Approved, 2019
Vehicle Self Inspection	Product Design (@ OLX Autos)	Patent Pending

Education :

Master's of Design	Design for Retail Experience	National Institute of Design, Bengaluru	2020
Bachelor's of Engineering	Electronics & Telecommunication	Birla Vishvakarma Mahavidyalaya, Anand	2015

Core Competencies :

Product and research: 0-to-1 product strategy, field research, surveys and interviews, journey mapping, experimentation and product analytics, vision workshops, complex system simplification, ecosystem thinking, design audit.

Design: interaction design, visual design, regulated financial flows, wireframes, design systems, tokenisation, prototyping, motion, animation, video production, visual storytelling

Tech: Claude Code, Codex, Cinema 4D, Figma, ProtoPie, HTML, CSS, Maze, Mixpanel, Adobe suite, Arduino, MATLAB, CAD, Blender, Framer AI.