

# Nandhagopal

Product Designer

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 <https://nandha1986.github.io/>

## Projects

### **PayPal** Lead Designer

Leading Compliance  
and Risk exp. for  
Consumer products

Leading innovative identity verification solutions using computer vision technology and government-backed eID schemes to reduce fraud risk actions and customer friction.

### **Netapp** Sr Designer

Focussed on Cloud and  
Onbox storage products

**NDAS** - Conceptualised and designed Netapp's cloud solutions.

Launched Dec 19'

**System Manager** - Redesigned Netapp's legacy system aimed at improving and simplifying user experience for IT Generalist.

Launched June 20'

**Active IQ** - Worked on the Data platform that helps sales team take informed decisions.

Launched 18'

**Netapp design system** - Worked with design agency to help define the design language for Netapp systems.

**Inmobi** Sr Designer

Focus areas : Ad tech platform and next gen consumer products

**VidBits** - Conceptualised and designed inmobi's first consumer app

Beta Launched June 16'

**Native ad formats** - Designed and co-led a team of 3 in re-defining and designing new ad formats to increase CTR and CVRs.

Launched 15'

**Ad platform** - Worked on ad platform that helps developer design videos ads.

Went live on 15'

**Paypal**

Focussed on KYC modules.

Worked on ios app focusing on credit card scan authentication modules with an aim to simplify documentation process for small and medium merchants

Launched 13'

**Bank of New York**

Focus areas :  
Interaction design -  
Online trading platform

- Primarily worked on all trading platforms both web and desktop softwares.

- Worked on interaction design and user testing for the online trade system aimed at resolving trade breaks.

- Designed an online balancing systems that resolved trades with an area of focus on user research and interaction design

## Patent and More...

### Inmobi Patent

A Method And System For Constructing User Profiles Patent  
issuer and numberin 4191/CHE/2014

### Inmobi Emmy Award

Award to recognize employees who have demonstrated  
excellence consistently and contributed to product team

### When I'm not working

- Play with type and illustrations
- Conduct design sessions for startups
- Attempt design challenges