

RESUME

Nandhagopal

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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 online 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

A Method And System For Constructing User Profiles
Patent issuer and number in 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

Patent

A Method And System For Constructing User Profiles (4191/CHE/2014) - I was able to patent and propose new interaction and design experiments to aid in better understanding of mobile users. Based on the research conducted across various user segments I was able to build new interaction in mobile ads that can be used to form cohorts based on users feedback and target wider audiences.

Educational Qualification

B.Tech, Electronics from SASTRA ('03 - '07)

M.Des in Information design from National Institute of Design ('10 - '12)

Volunteering and Other activities

Dfrost, NID Design Fest President (Mar, '12)- I was responsible for conducting inter college design fest. I was also personally responsible for the marketing and design team responsible for the logo, website, print credentials.

TEDX Bangalore volunteer (Feb, 12') - I was travel spoc responsible for leading hospitality team.

IXDA Bangalore student chapter (Nov, 10') - I was student volunteer taking care of the marketing and sponsorships.

Continuously improving my skills through online courses from **skilshare** on user research, graphic design, sketching and calligraphy.

Underwent **Still water - Leadership Program** aimed at delivering effective leadership for middle management.

Interested in **sketchnoting** and **cartooning characters**. Organised session in Stayzila with Eva-Lotta Lamm.