

Nishal Nandigam
Product Designer

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Summary
Product designer with a proven track record in crafting innovative solutions at the intersection of design and machine learning.

Experience
Spotify • Senior Product Designer
Feb 2022 - Present • New York, NY
Design lead for content recommendation strategy and user experience of the Spotify Home page.

- Home Content Design Lead reimagining the architecture and browsing experience of the Home page. Collaborated with user research, data science, and ML teams to identify user needs and product opportunities, establish new feed UX principles and best practices, and craft new methods for the user to retrieve and discover content.
- Crafted new UI component strategy for the Spotify Home page. This involved better classifying our recommendations, creating new UI components, aligning visual language, and contributing back to the Spotify design library.
- Personalization Design Lead for the integration of Audiobooks into the Home ecosystem. Defined user needs for audiobooks through user research, ideated on new recommendation content hypotheses and experiences, and scaled existing components for audiobooks. Collaborated with Audiobook designers across the company to align end-to-end experience.

Amazon • Senior UX Designer
Jun 2017 - Dec 2021 • Seattle, WA
Product strategy and design for Amazon’s customer service experiences.

- Designer for Amazon’s Customer Service tool for associates. Lead reimagining the tool from a retail-specific tool to an Amazon-wide platform that enables other businesses to host their customer service tools for associates to use. Responsible for developing global navigation, defining ownership, migration paths, scalable patterns, and UX documentation.
- Crafted the long term vision for Amazon Customer self-service. Explored concepts, mocked up and tested designs, developed the narrative, and pitched to VP leadership to align the Customer Service org on their self-service North Star vision.
- Lead designer for Amazon’s Customer Service Chatbot. Facilitated design sprints, group ideation, and analysis to inform the future vision of the product. Defined and designed the desktop version of the chatbot. Tested, designed, and launched the chatbot in the Japan and German marketplaces.

Amazon • UX Design Intern
May 2016 - Jul 2016 • Seattle, WA
Design strategy for Amazon’s post-purchase customer experience.

- Redesigned and validated the experience where customers can track the progress of their shipment. Awarded a U.S. Design Patent for the ornamental design of this tracker.

Education
University of Michigan
Sep 2013 - Apr 2017 • Ann Arbor, MI
Bachelor’s of Science in Information, User Experience Design Path
Minor in Computer Science Engineering

Skills	Interaction Design	Prototyping	Visual Design	Web Design
	ML x Design	Storytelling	Systems Design	Workshopping