

Nishal Nandigam
Product Designer

https://nishal.design
nishal.nandigam@gmail.com
(616) 328-7352

Summary

Product designer with experience in crafting solutions at the intersection of designing for the user and designing for the AI.

Experience

Peacock • Principal Product Designer
Feb 2024 - Present • New York, NY

Design lead for Content Discovery and Personalization on Peacock streaming platform.

- Personalization Design SME, partnering closely with Product, Research, Data Insights, and ML teams to craft strategy and initiatives on where we could inject AI and Gen AI to improve personalization and enhance discovery of content.
- Crafted scalable architectural system to surface metadata to merchandise content. This new framework flexes to handle unique content and marketplace needs, account for future personalization of metadata, and enables us to quickly set up and run new metadata experiments.
- Launched a 0→1 NBA mobile-first feature that makes the user feel as if they are sitting Courtside when they watch an NBA game. Led a nimble team from discovery to execution to quickly launch this product.

Spotify • Senior Product Designer
Feb 2022 - Feb 2024 • New York, NY

Design lead for personalization 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. Led 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
Design for AI	Storytelling	Systems Design	Workshopping