

# Nimesh Reghunandanan

[supnim.com](http://supnim.com)

A conceptual creative, practising in the field of product design. I am drawn to the power of ideas, its the process of taking something from concept to completion I find joy in. Transforming scribbles on a piece of paper into a high-quality, user-centric solution.

My work ranges across a wide spectrum, everything from art direction to A/B testing, prototyping to presenting. It's with data-driven design-thinking that has allowed me to work in an agile and lean manner, crafting an immersive CX. I thoroughly enjoy working collaboratively within diverse teams, it has helped me build upon my skill set and greatly expand my understanding of different disciplines.

## Experience

### Tes Global – Product Designer

*Apr '18 – Current*

As the main designer for News and Magazine, I facilitate the output of a 100-year-old editorial team. Headed up the production and implementation of the design system, alongside constructing a component-based CMS, operating on 60% of Tes's main site. Through this, we were able to focus on the company as a single entity, deliver a more integrated and fluid user experience.

#### Key Achievements:

- Helped develop and define Product direction through user research, experimentation and testing
- Established design direction for the digital expression of the new Tes brand
- Developed new User Experience architecture across tes.com
- Unified the brand, through designing and developing a design system
- Mentored and promoted working cross-functional culture (Research, Marketing, Product and Engineering)

### Amazon – UX/UI Designer

*Sept '16 – Sept '17*

Responsibilities included ideation, management of photo-shoots, various platforms of social content, animation and pitching ideas. I gained experience in building and maintaining relationships with clients to work together to complete briefs.

#### Key Achievements:

- Ideated and pitched ways to improve customers life through tying together multiple services to the Vice President Global Creative
- Developed Amazon Music branding
- Formulated campaigns, art direction, user journey and deliverables to optimise conversion
- Lead and delivered multiple project at a time

## Freelance

*Web Design & Development*

*Photo & Videographer*

## Skills

UI/UX

interaction

web development

prototyping

concept & ideation

user research

A/B testing

video creation

wire-framing

Proficient in animation, branding, print, presenting, and versed in numerous design software.

Experience in React / JS, VR, 360 video and music production.

## Education

2013 – 2016

Northumbria University

*Graduated with a 2:1 in  
Interactive media design*

2011 – 2013

Sixth Form: LLOB

*4 A – levels*

2006 – 2011

Lord Lawson of Beamish

*13 GCSE's*

## Interest



Linkedin: [Nimesh Reghunandanan](#)

E-mail: [hello@supnim.com](mailto:hello@supnim.com)

Hope this gave you a bit of an insight into who I am.  
If you would like to find out more, get in touch.