

Nesil Noble

Product Designer

UX Strategist

AI-Augmented Design



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PROFESSIONAL SUMMARY

Lead Product Designer with 7+ years building user-centered digital experiences across EdTech, SaaS, enterprise, FMCG & consumer growth. Currently heading product design across 5 verticals at upGrad, with a proven track record of shipping AI-powered features, building design systems from scratch, and driving ₹13.7Cr+ in revenue impact. Passionate about end-to-end UX strategy, design team leadership, and integrating AI into design workflows to deliver faster, higher-quality outcomes.

WORK EXPERIENCE

upGrad / Lead Product Designer

MAY 2022 - PRESENT . BANGALORE , INDIA

- Heading product design across 5 key verticals: Learner Experience, Website & Growth, upGrad Abroad, International, and Enterprise.
- Established a unified design team structure at upGrad, consolidating siloed designers into a collaborative, cross-functional team, improving design velocity and team alignment across verticals.
- Designed end-to-end UX for an AI-driven career transition entry feature. Projected business impact: ₹6.7Cr/quarter (AI Readiness Score)
- Led UX for customised university website platform. Direct revenue impact: ₹7Cr.OMS White-Labeling Platform
- Owned the complete redesign of the Prism platform (upGrad's internal CMS/LMS), covering UX, UI, and a new design system. • Created 50+ components, tokens, 300+ screens. Improved learner experience 2x, reduced inconsistencies ~80%.
- Designed and shipped AI Mock Interview, an AI-powered feature using 5 AI agents and strategic precision prompt engineering, enabling learners to practice interviews at scale.
- Leading the Central Design System for upGrad, a unified system spanning all verticals and products, reducing implementation debt and enabling faster, consistent delivery at scale.

- Introduced AI tools (Claude, ChatGPT, Gemini, Cursor) into the team's design workflow for rapid wireframing and prototyping, cutting early-stage design cycles by ~40%.
- Led design of AI Readiness Score, an AI-driven self-assessment feature serving as an entry point for career transition, projected to drive ₹6.7Cr revenue per quarter.
- Collaborated with PMs, engineers, and senior stakeholders to unblock design dependencies, align on priorities, and ensure design decisions directly supported business objectives.
- Led UX for upGrad's Website & Growth team, redesigning conversion funnels, landing pages, and growth-focused product surfaces to increase customer acquisition and lead conversion.
- Received Star of upGrad Campus Award 2023 in recognition of outstanding design contributions & upGrad Product Maestro Award for exceptional product design contribution in 2025
- Conducted regular product audits, competitive analysis, and user research to identify experience gaps and prioritise high-impact improvements

MSMEx / Product Designer

JUN 2021 – MAY 2022 . MUMBAI, INDIA

- Designed end-to-end product experiences for MSMEx's B2B MSME platform, covering onboarding, dashboards, and business tools.

Origin UI/UX Studio / UI/UX Designer

JUL 2020 – JUN 2021 . BANGALORE, INDIA

- Designed responsive web and mobile interfaces for clients across healthcare, automotive, and e-commerce sectors.

Eram Group / UI/UX Designer

SEP 2019 – JUL 2020 . THRISSUR, INDIA

- Designed UI for enterprise and B2B web applications within the Eram Group ecosystem. Worked on interaction design, wireframing, and visual design for internal and customer-facing platforms.

Demansol Technologies / UI/UX Designer Internship

MAY 2019 – AUG 2019 . BANGALORE, INDIA

- Designed game UI/UX interfaces, gaining foundational experience in interaction design, visual systems, and user flow mapping.

CORE SKILLS

UX & Product Design: End-to-End UX Design, UI Design, Interaction Design, Information Architecture, User Research, Usability Testing, Journey Mapping, Wire-framing, Prototyping, Design Thinking

Leadership & Strategy: Design Team Leadership, Design Ops, Roadmap Planning, OKR Alignment, Stakeholder Management, Cross-functional Collaboration, Design Reviews, Mentorship

AI & Emerging Tech: AI Feature Design, Prompt Engineering, AI Agent Orchestration, AI Workflow Integration, Responsible AI Design

Design Systems: Design System Architecture, Component Libraries, Tokenisation, Multi-platform Consistency, Scalable Visual Standards

Tools: Figma, Figma Make, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Lottie Editor, Framer, Cursor, Claude AI, ChatGPT, Google Gemini, Google Stitch, Notion

Domain Expertise: EdTech, LMS/CMS, SaaS, B2B Enterprise, Tech, Health, Fintech, Growth & Conversion Funnels, Mobile & Web App Design, Dashboard Design

EDUCATION

Master of Design (User Experience Design) — AI Specialisation

O.P. Jindal Global University · Distance Learning · Ongoing

Bachelor of Computer Applications (BCA)

Amal Jyothi College of Engineering Autonomous, Kerala

CERTIFICATIONS

Enterprise Design Thinking Co-Creator

IBM (Apr 2021)

Enterprise Design Thinking Practitioner

IBM (May 2020)

Full Stack UX/UI Designing

Designerrs Lab, Bengaluru (Jun 2018)

MENTORSHIP & COMMUNITY

Active Design Mentor at ADPList.org (Nov 2022 – Present) — mentoring designers globally in UX strategy, career growth, and portfolio development.

Active Design Mentor at Designed.org (Nov 2022 – Present) — mentoring designers globally in UX strategy, career growth, and portfolio development.

Published LinkedIn 'Ethical Design Newsletter' author covering inclusive and human-centered design principles.

