



# Nithinmon TR

UXUI Designer

📍 Bangalore • ☎ +91 9747209964 • 📩 [nithinthakadiyel@gmail.com](mailto:nithinthakadiyel@gmail.com)

## Summary

Strategic Design Leader with **7+ years of experience** specializing in building scalable **B2B and B2C products**. Combining a Master of Design from **IISc Bangalore** with a deep-rooted **empathetic approach**, I excel at translating complex user behaviors into intuitive product ecosystems. Expert at aligning cross-functional teams—Product, Engineering, and Business—to deliver high-impact solutions that drive user retention and business growth. Passionate about mentoring design talent and fostering a culture of curiosity and observational research.

## Skills

UX Research

User Experience Design

User Interface Design

Illustrations, Micro-interactions

Design System

## Tools

Figma, Adobe CC, Gemini, AI Prompt

## Interests

Wood Crafts

Art & Crafts

Amazon Seller

Own e-commerce brand, Kitchni

## Languages

English

Malayalam

Hindi

## Experience

**Medlife.com**

Nov 2017 - Oct 2020

Bangalore

UI/UX Designer

🔗 <https://medlife.com>\*

- **End-to-End Product Design:** Owned the design process for a high-traffic healthcare technology platform, from initial **user research and interviews** to final high-fidelity **prototyping and usability testing**.
- **Strategic Architecture:** Architected complex **user flows and wireframes** to simplify the patient/user journey in a regulated healthcare environment.
- **Cross-Functional Leadership:** Acted as a bridge between design, product, and engineering teams, ensuring design feasibility and maintaining high visual standards during implementation.
- **Data-Driven Iteration:** Utilized user feedback and testing insights to refine UI designs, directly improving the platform's accessibility and user engagement.

\*Medlife got acquired by Pharmeasy in 2021. Website may not be available

**Pharmeasy**

Mar 2021 - May 2022

Bangalore

Sr. UI/UX Designer

🔗 <https://pharmeasy.in>

- **Platform Modernization:** Led the design and architectural structuring of the **Assisted Sales Platform**, streamlining complex workflows for internal teams to drive operational efficiency.
- **Design Systems & Scalability:** Played a key role in developing and evolving the **new enterprise design system**, ensuring visual consistency and accelerating development speed across all product lines.
- **Revenue Growth & Conversion:** Designed the "**Frequently Bought Together**" (FBT) feature, leveraging user psychology and interface design to increase Average Order Value (AOV).
- **Multi-Platform Design:** Structured and launched high-conversion **Therapy pages** for both Desktop and Mobile Web (Dweb/Mweb), ensuring a seamless cross-device experience.
- **Motion Design & UX Excellence:** Enhanced product delight and usability by creating custom **micro-interactions and animations**, bringing a premium and intuitive feel to the user interface.

**CashFree Payments**

May 2022 - Dec 2022

Bangalore

Sr. UI/UX Designer

🔗 <https://www.cashfree.com>

- **Design System Governance:** Currently **owning and evolving the Cashfree Design System**, ensuring cross-product consistency and scalability for one of India's leading fintech ecosystems.
- **Visual Strategy & Craft:** Spearheading the **high-fidelity visual design** language, balancing aesthetic excellence with the functional rigor required for complex financial transactions.
- **UX Refinement through Motion:** Defining and implementing a library of **micro-interactions and animations** to enhance user feedback loops and reduce cognitive load during the payment journey.
- **Systemic Efficiency:** Optimizing the hand-off process between Design and Engineering by maintaining a robust, component-driven architecture that accelerates product shipping cycles.

**Prudential Technologies and services India, Pvt. Ltd. (PTSI)** Jan 2023 - July 2024

Bangalore

Sr. UI/UX Designer

🔗 <https://www.prudentialplc.com/en>

- **International Stakeholder Management:** Acted as a primary design consultant for **international stakeholders**, translating complex business requirements into high-impact product roadmaps for the Southeast Asian market.
- **Cross-Border Leadership:** Orchestrated and led **design review discussions** between the India and Shenzhen (China) design teams, fostering global design alignment and ensuring a unified product vision.
- **Localized UX Strategy:** Spearheaded the end-to-end user experience for **Prudential's clients in Malaysia, Singapore, and Vietnam**, adapting design patterns to meet specific regional user behaviors and regulatory needs.
- **Visual & Interaction Excellence:** Delivered high-fidelity visual designs and interactive prototypes that bridged the gap between conceptual ideas and production-ready assets.

## Education

**PRSCET, Trivandrum**

2010-2014

Mechanical Engineering

B-Tech

7.3/10

**Indian Institute of Science (IISc), Bangalore**

2015 - 2017

Product Design

MDes

6.2/8

🔗 <https://iisc.ac.in>