# NIKHILA EEYAM VEETTIL • PRODUCT DESIGNER

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## SKILLS

**Technical Skills -** Figma, Claude Code, Figma MCP, Claude Design, ChatGPT, Midjourney, Magnific, Adobe Photoshop, Illustrator, Jira, ClickUp

**Professional Skills -** 0→1 product design, Design systems, Design leadership, Team management, User research, Information architecture, User flows, Wireframing, Prototyping, Usability testing, Product management

## WORK EXPERIENCE

### Head of Product Design

The Product Highway, Bengaluru • Sep 2024 – Present

**Clients -** Krafton (PUBG), Mahindra, Luv Or Pop, Scuderia Car Parts, GrayPorter, Cerebellum

An AI-transformation company embedding forward-deployed, AI-native product pods inside client businesses.

- **Took a consumer voice-AI product from zero to production in 45 days** for Krafton (PUBG) - a voice-first messaging app for India-scale users. **Defined the product from scratch with the client and their PM**, decided the feature set that shipped, and set the UX flows and design language. Designed the majority of screens personally and directed junior designers on the rest.
- **Took a viral dating show's companion app to $400K ARR** for Luv Or Pop - a product that had stalled under its previous team. Rethought it end to end with the client and their PM, defining a new feature set, user flows and design language.
- **Shipped the booking platform for Mahindra's BE 6 and XEV 9e launch in 45 days - $1B+ in bookings on day one**. Shaped the product through direct discussions with Mahindra's Head of Product Software Experience, designing inside their established design system.
- **Designed the buying-decision tool behind GrayPorter's margins** - a UK/US marketplace for hard-to-find electronics. Models supplier cost, marketing spend, shipping and overheads to project per-product profit and recommend whether to stock.
- **Led a design team of 8** across product, brand and motion - hiring, mentoring, running design review, and holding a single quality bar across every live engagement.
- **Built the design system the team ships on** - component library, tokens and handoff conventions that let 8 designers move across parallel client engagements without re-solving the basics each time.
- **Introduced an AI-native design practice** - AI in the loop from research synthesis through to production assets. It is how a team of 8 holds 10+ concurrent client engagements and ships inside 30-45 day launch windows.

### Senior UI/UX Designer

ElectricPe, Bengaluru • Sep 2022 – Sep 2024 • Promoted to Senior, Apr 2024

An Indian EV charging and commerce platform. **Sole designer for two years across four products** - the consumer app for finding and paying for chargers, the EV e-commerce platform, the website, and the operator CMS.

- **E-commerce section** to sell EVs and accessories in-app and on web, including **test-ride booking, purchase and financing flows** for loan and EMI plans - driving **600+ sales leads a month**.
- **Ideated and designed the Trip Planner**, letting users plan EV charging stops on long trips around their specific vehicle - **improved MAU by 5%** and drove **400 users creating 500+ trip plans in the first week**.

**Highest Performing Employee Award - Product Team, 2023 • CEO's Award for Performance & Ownership, 2024**

## EDUCATION

### Master of Design in Product Design

National Institute of Fashion Technology • CGPA 8.4

### Computer Science & Engineering

University of Calicut • CGPA 7.3