Nandhan Parthasarathy

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SUMMARY

London-based UX Designer currently working as the sole UX designer for a sports fan entertainment start-up. I hold an **MSc degree in User Experience Design** from Kingston University, London. I currently have **over 3 years** of industry experience in helping solve product and design challenges, predominantly in a start-up environment. I am actively seeking opportunities as a **Mid-weight UX designer**.

Website: https://nandhan.ceroai.com/

WORK EXPERIENCE

UX Designer | JOSTL. | September 2022 - Present | London, UK

- Oversaw the entire redesign and interactions of the app as the **sole designer**. Responsible for the visual designs, design system, component library, design documentation, and guides.
- Collaboratively developed and successfully launched JOSTL.'s **MVP,** accelerating time-to-market and attracting initial target users.
- Designed and implemented the personalized profile dashboard, which resulted in a **20%** increase in retention rate.
- Oversaw the end-to-end process of redesigning JOSTL.'s onboarding to help tackle the issue of misinformation and help users better understand the application. This resulted in a **15%** increase in signups post-redesign launch.
- Handled socials (TikTok, Facebook, Instagram) of over **50K followers**. Responsible for creating content and posting daily.
- Designed and developed a fan forum section (social feature) - where both user-generated and AI-generated topics were posted for fans to debate on. Built a robust rating system which helped remove the noise and push value-led debates and opinions for fans to engage with.
- Spearheaded the design of the company's website from ideation to delivery.
- Developed gamified experiences for the Live-game feature. Prototyped **50+ gamified interactions** on Protopie and After Effects for live-game experience.

Multi-media Designer | CarbonPaper | September 2019 - July 2021 | Chennai, India

- Analysed and presented design pitch decks to clients such as HELIODYNE Hong Kong and Illumine Industries Pvt. Ltd, resulting in businesses worth **£ 15,000**.
- Led the design process for **2 e-commerce websites** while mentoring a team consisting of **2** design interns and one junior content writer.
- Transformed creative concepts into brand identity and held promotional events for Joopop, an Indian-based online dance lesson platform, which increased average revenue by **15%.**

EDUCATION

MSc in User Experience Design | Kingston University | 2021 – 2022

- **Modules:** Usability Testing, Design Thinking & Systems Design.
- **Dissertation:** The Impact reward systems have on millennials for making donations in the form of money to crowdfunding charity programmes in the UK.

BA in Film and Animation Arts | Lasalle School of Arts, Singapore | 2016 - 2019

- Modules: Film and Foley Design, Claymation, Anatomy Drawings, Stop-motion, VFX.
- Collectively wrote, directed, and animated an animated short Film 'BOLO' (Bears Only Live Once), which was nominated for the DIGICON Film Festival Asia.

LANGUAGES, SKILLS

- **Languages:** English (advanced proficiency), Hindi (intermediate proficiency), Tamil, and Telugu (native)
- **Skills:** Google Analytics, Figma, Protopie, Adobe Creative Suite, Dovetail, Unity, Blender 3D, Atlassian suite, Rive, and After Effects.

Nandhan Parthasarathy - Portfolio

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Website: https://nandhan.ceroai.com/

Password: portfolio98

Cover Letter

Respected Hiring Manager,

I am a UI/UX Designer with over 3 years of industry experience and an MSc in User Experience Design from Kingston University, looking for a role as a UI/UX Designer at Glean.

Here are the reasons that make me a great fit for the role:

- I've led comprehensive redesigns at JOSTL—boosting user retention by 20% and sign-ups by 15%—showcasing my ability to solve real-world UX challenges.

- My hands-on experience with user research, prototyping, and design systems ensures I create intuitive and engaging digital experiences.

- Thriving in start-up cultures, I've collaborated closely with cross-functional teams to bring innovative solutions to market quickly.

- My passion for learning and applying the latest UX best practices aligns perfectly with Glean's commitment to continuous growth and innovation.

- Furthermore, having recently graduated and entered the corporate world, I resonate with Glean's mission to support students achieve their true potential. The Ed-tech space continues to bloom in this period with the emergence of AI and I believe being a part of Glean and contributing to it's vision is right where I want to be develop my skills and expertise.

I would require sponsorship to commence a new role as I'm currently on a skilled worker visa sponsored by my employer. If sponsorship cost is of concern, I would like to state that I would be more than willing to cover my sponsorship costs.

I'm excited about the opportunity to bring my creativity and strategic thinking to Capital on Tap. I look forward to hearing from you!

Best wishes,
Nandhan Parthasarathy

Cover Letter

Respected Hiring Manager,

I saw the job post on LinkedIn and thought I'd reason as to why I would be a good fit for the Product Designer role at Kato.

I am a UX designer with over three years of startup experience and an MSc in User Experience Design from Kingston University. I am looking for a role as a Product Designer at Kato. I'm passionate about crafting intuitive, user-centric designs that drive measurable impact.

Here are the reasons that make me a great fit for the role:

- **User-Centric Design:** At JOSTL., I redesigned the onboarding flow, increasing signups by 15%, and led a full app redesign that boosted retention by 20%.

- **Design Systems & UI Consistency:** I developed and maintained a component library and design documentation, ensuring a cohesive user experience across the product.

- **Collaborative Execution:** I successfully partnered with cross-functional teams to launch a market-ready MVP in a fast-paced startup environment.

I am currently on a skilled worker visa sponsored by my employer and would require sponsorship to commence a new role. If sponsorship cost is the only concern, I am willing to cover my sponsorship costs.

Please find my CV attached below. I look forward to hearing from you.

Best wishes,
Nandhan Parthasarathy