

Product Designer / Design Engineer

Product designer with 8+ years shipping end-to-end software (discovery → research → interaction design → high-fidelity → production). Specialised in conversational UX, rapid prototyping (Figma/Framer + light code), and design systems for AI/LLM products (founder of AiAgent.app). Partner to Eng/PM/AI Research; iterate with usability testing, instrumentation/experiments, and accessibility to make reliable, trustworthy AI experiences.

[nimeshnott@gmail.com](mailto:nimeshnott@gmail.com) · [linkedin.com/in/nimeshnr](https://linkedin.com/in/nimeshnr) · [cal.com/nimeshn/30min](https://cal.com/nimeshn/30min)

## Selected Impact

- Founded and designed [AiAgent.app](#), an AI-agent platform used by 47,000+ users with grants from Microsoft and OpenAI.
- Built reusable component systems & tokens adopted across multiple products; accelerated UI delivery and consistency.
- Helped scale design practice (rituals, specs, crits) while partnering tightly with engineering, product, and AI collaborators.
- Ran mixed-methods research (interviews, moderated usability, instrumented funnels) feeding quarterly roadmap decisions.
- Contributed to team growth (design 7→25; org 200→300+).

## Experience

### studio.gold — Founder (Designer + Engineer) · Aug 2022–Present

- [AiAgent.app](#) — Designed conversation turns, prompt/tool hand-offs, knowledge attach, and error/edge recovery; shipped public site + core flows. Multi-agent teams, scheduling, and knowledge sources
- Prototyped AI behaviours (prompt patterns, evaluation loops) in Figma/Framer and lightweight code; validated via moderated tests.
- Authored interaction specs (flows, states, acceptance criteria) and partnered with Eng/PM to instrument activation, task success, and retention.
- Design system: tokens, components, variants, and theming; adopted by multiple workstreams to speed shipping and improve consistency.
- Other projects:
  - [littlecook.io](#) — Pantry-driven recipe assistant to reduce food waste; product flows, brand, and build-in-public demo.
  - [deadnice.co](#) — Slow-fashion e-comm; brand and product experience emphasising sustainability and clarity.
  - Bunch more on site.

### Pollen — Senior Product Designer · Apr 2021–Aug 2022

- Built the campaign-creation flow end-to-end; simplified complex workflows and reduced time-to-publish.
- Designed and maintained the design system; increased velocity and consistency across squads.
- PM'd, designed and learnt HandlebarJS to build a Zendesk Helpdesk to rollout for scalable CX (workflows, macros, reporting) that cut handle time and improved quality.
- Formalised design rituals (crits, research ops, handoff templates) to raise craft and collaboration.

### Tes Global — Product Designer · Apr 2018–Apr 2021

- Led design across News, Magazine, Resources, and Institute marketplace; unified experiences for a 100-year-old brand.
- Shifted to SaaS workflows (authoring, subscriptions, discovery) guided by user research and data.
- Built a component-based CMS for Marketing/Institute/Editorial that shortened publish times and reduced rework.
- Redesigned + rebuilt Tes.com and a Tes Institute sub-brand; improved engagement and SEO quality signals.

### Amazon — UX/UI Designer · Sept 2016–Sept 2017

- Defined Amazon Music brand expressions and shipped ad → landing → conversion journeys with ongoing experimentation.
- Collaborated across Creative, Product, and Engineering to operationalise testing and creative iteration at speed.

## Selected Projects (links)

- [AiAgent.app](#) · AI agents for business workflows (chat UX, tools, knowledge, enterprise posture).
- [Littlecook](#) · Pantry-driven recipes to reduce waste; playful AI demo.
- [Deadnice](#) · Design-led, sustainable fashion/e-comm.
- Case Studies (portfolio) · Tes redesign and Campaign creation flows (research, flows, patterns).

## Skills

### Interaction Design & UX:

user flows, IA, micro-interactions, states/edge-cases, prototyping (Figma/Framer/Principle)

### User Research:

problem framing, interviews, moderated usability, diary studies, instrumentation/experiments, insight synthesis

### Design Systems:

tokens, components, variants, multi-brand theming, documentation

### AI/LLM:

conversational UX, prompt patterns, guardrails/safety, tool invocation, knowledge integration, evaluation loops

### Collaboration:

specs/storytelling, design reviews & crits, partner with Eng/PM/AI Research, ambiguous problem-solving

### Tech:

HTML/CSS; React & Python, DevOps (I like to self host); PostHog/GA/Amplitude; Linear/Jira ++

## Education

Northumbria University — BSc Interactive Media Design (2:1) · 2013–2016

Lord Lawson of Beamish — 5 A-levels · 2011–2013