Nagendra Jaiswar

SENIOR PRODUCT DESIGNER — AI | FINTECH | CONSUMER PRODUCTS | DESIGN SYSTEMS

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PROFESSIONAL SUMMARY

Senior Product Designer with 8 years leading end-to-end design for AI, fintech, OTT and consumer products across mobile, web, and TV platforms used by millions of users. Skilled in product discovery, UX research, Interaction design, high-fidelity UI, prototyping and design systems. Partners closely with Product, Engineering and Business teams to turn ambiguous problems into scalable, data-informed experiences that improve activation, engagement and usability with a growing focus on agentic AI product design.

CORE SKILLS

Product Strategy & Discovery, UX Research, User Interviews, Journey Mapping, Information Architecture, Interaction Design, Wireframing, Prototyping, Usability Testing, Visual Design, Design Systems & Component Libraries, Mobile App & Responsive Web Design, Accessibility (WCAG 2. 1), A/B Testing, Product Analytics, Cross-Functional Collaboration, Stakeholder Management, Agile/Scrum, Design Thinking, AI Product Design, Agentic AI Workflows, Fintech Product Design, Design Leadership

TOOLS

Figma (Auto Layout, Variables, Dev Mode), Figma AI, FigJam, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, DaVinci Resolve Studio, Webflow, Jira, Confluence, ChatGPT, Claude, Gemini, Lovable

EXPERIENCE

Product Designer I Zeni

Oct 2024 – May 2026 I Pune

- Owned end-to-end design of Credit, Debit, Virtual and Physical Card experiences, growing active card customers **10x (10 → 100)** and total card spend from **$50K to $1M.**
- Designed an agentic AI experience for card management (AI CFO for Cards), translating complex financial logic into a conversational interface.
- Scaled a single virtual card experience into a flexible multi-card system, aligning design with engineering constraints and business roadmap.
- Simplified Bills, Treasury, Reimbursements and Expense Management workflows by restructuring information architecture.
- Recognized as **"Zeni of the Month"** (Dec 2025).

Senior Product Designer I JioCinema (Viacom18)

Oct 2022 – Sep 2024 I Mumbai

- Led product design for Clips, a short-form vertical video platform, on a service that reached **449M viewers** and a world-record **32M concurrent viewers** during IPL 2023.
- Redesigned media player controls and content discovery flows to support retention and monetization.
- Built reusable UI components contributing to a shared cross-platform design system.
- Designed and iterated UX hypotheses for A/B tests across the Consumption POD.

Product Designer I MX Player

Apr 2020 – Oct 2022 I Mumbai

- Designed end-to-end experiences across MX Player **(290M+ MAU in 2021)**, MX TakaTak, and MX Games **(25M+ MAU)**.
- Delivered high-visibility engagement features for Lock Upp and other live entertainment campaigns.
- Simplified complex interaction flows across Android and iOS for a broad consumer base.

Graphic Designer I MX Player

Nov 2018 – Apr 2020 I Mumbai

- Designed visual assets for sports, entertainment, music and news campaigns — banners, thumbnails, push notifications, email creatives.
- Built a foundation in visual storytelling that evolved into product design expertise.

AWARDS & RECOGNITION

- Zeni of the Month — Dec 2025, for continued ownership, consistency and contribution to product quality.
- Value Award — MX Player 2022, for strong delivery and alignment with team values.
- MaXimiser Award — MX Player Q4 2021, for high standards of execution and impact.
- Excellence Award — MX Player 2021, for outstanding contribution and passion toward design.

CERTIFICATIONS

- Foundations of User Experience (UX) Design — Google / Coursera, August 2024 (Credential ID: Z9MFP5RP4IER).

EDUCATION

- Bachelor of Science in Information Technology — University of Mumbai, 2017