

## **Nishesh Jaiswal**

London, United Kingdom

[www.nishesh.design](http://www.nishesh.design) | [nisheshjaiswal@pm.me](mailto:nisheshjaiswal@pm.me) | +44(0) 7900 169954

[LinkedIn](#) | [Medium](#)

### **PROFESSIONAL SUMMARY**

Senior Product Designer with 6+ years of experience specialising in simplifying complex workflows and data-driven products. Expert in end-to-end design, delivering high-impact solutions across E-commerce, AI, and Fintech sectors. Proven ability to bridge the gap between technical constraints and user needs in both B2B and B2C environments.

Experienced in 'Zero-to-One' product launches and legacy modernisation for high-growth UK and international markets.

### **EXPERIENCE**

#### **Product Designer**

**Handelsbanken (Finance) | Feb 2023 – Present | London, UK**

- Led the end-to-end modernisation of legacy corporate banking platforms, transforming low-performing workflows into a competitive digital product.
- Designed "Zero-to-One" mobile experiences (Template Authorisation, New Payee), achieving ~40% user adoption within the first quarter of launch.
- Optimised complex payment workflows by consolidating journeys, resulting in an estimated 35% reduction in time-on-task for corporate users.
- Reduced support friction by redesigning the "Account Overview" hierarchy, contributing to a 20% decrease in navigation-related user errors.
- Established foundational UX practices as the first UK Product Designer, adapting the Global Design System to meet strict UK regulatory standards.

#### **Product Designer**

**Raindrop (Fintech) | Nov 2021 – Feb 2023 | London, UK**

- Designed UX for pension consolidation journeys for both B2C and B2B partners.
- Improved sign-up flows and onboarding experience, resulting in a measurable uplift in conversion rates.
- Re-architected the information hierarchy for operational tools to speed up pension-finding processes.
- Collaborated closely with product, research, and engineering to launch partner dashboards for two of the UK's largest pension providers.
- Achieved a conversion rate increase from 12% to 82%.
- Improved the percentage of valid pension-finding requests from 38% to 75%.
- Increased average pension-finding requests per customer from 1 to 3.

## Product Designer

Limeroad (E-commerce) | Mar 2020 – Sep 2020 | Gurgaon, India

- Led UX and UI design for "FashionParty" app (native Android) from scratch, delivered MVP in 30 days using lean research techniques.
- Redesigned core features of Limeroad app, including Product Listing and Home Page for improved data visibility and user flow.
- Developed end-to-end solutions for user review systems and integrated wallet (Limeroad Pay).

## Product Designer

Hora.AI (Fintech) | Sep 2018 – Oct 2019 | Gurgaon, India

- Designed MVP for what became Florence Capital, India's first female-focused loan app.
- Conducted in-person user research, focus groups, and internal card-sorting exercises to define user needs.
- Created design system foundations and collaborated daily with founders, developers, and researchers.

## Product Designer

Staqu Technologies (AI & Consultancy) | Apr 2018 – Sep 2018 | Gurgaon, India

- Delivered UI/UX for B2C apps using AI/NLP in retail and banking.
- Worked with ICICI Bank, Karbonn Mobiles, and others to convert functional requirements into polished interfaces.

## EDUCATION

- **MSc, Creative Computing (HCI & UX)**  
Bath University, UK | Sep 2020 – Oct 2021
- **BE, Telecommunication Engineering**  
VTU, India | Sep 2012 – Aug 2016

## SKILLS

- **UX Design:** Wireframing, Prototyping, Design Systems, User Research, Usability Testing, Customer Journey Mapping, Information Architecture, AI, Prompt Engineering, Research using AI tools
- **Tools:** Figma, Sketch, Adobe XD, Protopie, Zeplin, Photoshop, Illustrator, JIRA, Confluence, Miro, FigJam, SharePoint
- **Collaboration:** Agile Methodologies, Stakeholder Management, Cross-functional Communication, Design Ops, Mentorship
- **Soft Skills:** Problem-solving, Strategic Thinking, Empathy, Communication, Feedback Culture, Adaptability