

Nesil Noble

Designing useful things
for a more **interesting** world.

ABOUT ME

Lead Product Designer with **7+ years** of experience designing digital products and **experiences** across **10+ domains** including EdTech, SaaS, B2B, enterprise and consumer **products**. Currently leading product design at upGrad across **5 verticals**, with a proven track record of shipping AI-powered features, building design systems from scratch, and driving **₹13.7Cr+** in revenue impact. Passionate about end-to-end product design, design team leadership, and using AI to deliver faster, higher-quality outcomes.



7+
Years
Product & UX



5
Product
Verticals



₹13.7Cr+
Direct & Projected
Revenue Impact



10+
Domains
Industry Experience



~40%
Faster
Design Cycles

WORK EXPERIENCE



Lead Product Designer
May 2022 – Present | Bangalore, India

EdTech • SaaS • B2B • Enterprise

Heading product design across 5 key verticals: Learner Experience, Website & Growth, upGrad Abroad, International, and Enterprise.

- **Unified and scaled the design team**, consolidating siloed designers into a collaborative, cross-functional team, improving design velocity and alignment across verticals.
- **Designed and shipped AI Readiness Score**, an AI-driven self-assessment feature for career transition, projected to drive **₹6.7Cr** revenue per quarter.
- **Led UX for customised university website platform**, driving **₹7Cr** in direct revenue (OMS White-Labeling Platform).
- Owned the **complete redesign of the Prism platform** (internal CMS/LMS), covering UX, UI and a new design system. Improved learner experience **2x** and reduced inconsistencies by **~80%**.
- **Designed and shipped AI Mock Interview** using 5 AI agents and strategic prompt engineering, enabling learners to practice interviews at scale.
- **Leading the Central Design System** for upGrad, a unified system spanning all products and verticals, reducing implementation debt and enabling faster, consistent delivery.
- Introduced **AI tools** (Claude, ChatGPT, Gemini, Cursor) into the design workflow, cutting early-stage design cycles by **~40%**.
- Led **conversion-focused design** for the **Website & Growth** team, redesigning funnels, landing pages and product surfaces to increase customer acquisition and lead conversion.
- Collaborated with PMs, engineers and senior stakeholders to unblock dependencies and ensure design decisions supported business objectives.
- **Conducted product audits**, competitive analysis and user research to identify gaps and prioritise high-impact improvements.
- **Received Star of upGrad Campus Award 2023** and **upGrad Product Maestro Award 2025**.

WORK EXPERIENCE (CONTINUED)

MSMEx Product Designer

B2B • SaaS • MSME

Jun 2021 – May 2022 | Mumbai, India

- Designed end-to-end product experiences for MSMEx’s B2B MSME platform, covering onboarding, dashboards and business tools.

Origin UI/UX Studio UI/UX Designer

Healthcare • Automotive • E-commerce

Jul 2020 – Jun 2021 | Bangalore, India

- Designed responsive web and mobile interfaces for clients across healthcare, automotive and e-commerce sectors.

Eram Group UI/UX Designer

Enterprise • B2B

Sep 2019 – Jul 2020 | Thrissur, India

- Designed UI for enterprise and B2B web applications within the Eram Group ecosystem. Worked on interaction design, wireframing and visual design for internal and customer-facing platforms.

Demansol Technologies UI/UX Designer (Internship)

Gaming • Interactive

May 2019 – Aug 2019 | Bangalore, India

- Designed game UI/UX interfaces, gaining foundational experience in interaction design, visual systems and user flow mapping.

CORE EXPERTISE



Product Design

End-to-end Product Design, UX/UI, Interaction Design, Information Architecture, User Research, Prototyping, Usability Testing, Journey Mapping



Design Leadership

Design Team Leadership, Design Ops, Roadmap Planning, Stakeholder Management, Cross-functional Collaboration, Design Reviews, Mentorship



Design Systems

Design System Architecture, Component Libraries, Tokenisation, Multi-platform Consistency, Scalable Visual Standards



AI & Technology

AI Feature Design, Prompt Engineering, AI Agent Orchestration, Prototyping in Code, Design-to-Dev Handoff, Working with Figma, GitHub, VS Code and AI-assisted workflows



Tools

Figma, Claude, ChatGPT, Gemini, Cursor, VS Code, GitHub, Adobe Illustrator, Photoshop, After Effects, Framer, Lottie



Domains

EdTech, LMS/CMS, SaaS, B2B, Enterprise, Consumer Tech, Healthcare, Fintech, E-commerce, Gaming, FMCG

EDUCATION

Master of Design (User Experience Design)

AI Specialisation (Ongoing)
O.P. Jindal Global University

Bachelor of Computer Applications (BCA)

Amal Jyothi College of Engineering Autonomous, Kerala

AWARDS & RECOGNITION



Star of upGrad Campus Award

upGrad, 2023



upGrad Product Maestro Award

upGrad, 2025

MENTORSHIP & COMMUNITY



Design Mentor

ADPList.org | Designed.org

Mentoring designers globally in UX strategy, career growth and portfolio development.