Thalith Nasir
Experience Design & Strategy

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WORK

Aug '16 — Now
Lead Product Designer | 1stdibs, New York, NY
Working on the Contemporary and Seller Experience product teams, leading larger feature re-designs through design workshops, journey mapping, sketching, prototyping and usability testing. Organized, facilitated and participated in two 5-day design sprints for other product teams.

Aug '15 — Apr '16
Senior Experience Designer | Kapow, Chicago, IL
Led design efforts for two products within the Supply team in a fast moving agile environment. Evangelized a user-centered design approach by consulting with other product teams ad-hoc.

Oct '14 — Aug '15
Interaction Designer | Fjord, Accenture Interactive, Chicago, IL
Led interaction design for two major healthcare clients—Roche and Veterans Health Administration—by conducting stakeholder interviews, journey mapping workshops and prototyping.

May '12 — July '14
Senior Experience Designer | Moment, New York, NY
Worked on a range of projects for a consumer facing financial product working with a cross-functional team of designers, developers, and product managers. Coordinated collaborative workshops, conducted user research, helped scope and plan projects and mentored junior team members.

Dec '10 — May '12
UX/IA Strategist | Big Spaceship, Brooklyn, NY
Guided UX initiatives on projects for clients such as LucasFilm, Google, Chobani and Crayola and early-stage startups. Involvement ranged from early ideation and strategy to detailed requirements documentation. Established a stronger UX practice through mentoring, resource creation and workshops.

Jul '10 — Dec '10
User Experience Specialist | Opower, Arlington, VA
Led design of a mobile version of the web product. Conducted exemplar research, wireframe concept generation, rapid prototyping and testing. Supported user research and customer feedback analysis.

Summer 2009
Interaction Design Intern | Leo Burnett, Chicago, IL
Drove interaction design efforts for clients like Symantec and Purina by building sitemaps, interaction models and wireframes.

Jun '07 — Jun '08
Associate Software Engineer | Arc Worldwide, Chicago, IL
Supported a development team for a marketing product called ArcLight used by clients such as P&G. Responsibilities ranged from new feature programming, testing and UI design.

EDUCATION

Master of Science
Human Computer Interaction/design
Indiana University-Bloomington

Bachelor of Arts
Economics, Computer Science
DePauw University

PROFESSIONAL DEVELOPMENT

Typography
School of Visual Arts

Human Centered-Design Bootcamp
Austin Center for Design

DESIGN APPROACH

I believe in a strong interplay between research and design and use them to navigate messy contexts. I examine existing processes, uncover user pain points, and sketch and prototype a way to better design solutions. Recently, I've been helping teams move faster by facilitating cross-functional 5-day design sprints.

Portfolio available upon request.