

Thalith Nasir

Product design leader based in New York with over 15 years of experience designing websites, mobile applications and digital products with a human-centered approach.

WORK

Sabbatical | Global

November 2024 - March 2025

- Took intentional time off to travel (Bangladesh, Thailand, and Morocco) and further develop passion projects in photography and stand-up comedy, performing in two international cities.

VP, Design Lead | JPMorgan Chase, New York NY

June 2022 - November 2024

- Led design for the Small Business group in the evolving Tools space, working across product areas to devise short and long-term CX improvements for 6 million customers.
- Spearheaded a research and design initiative leading to the funding and resourcing of two key strategic projects worth approximately \$6.5million in NPV over 5 years. Working towards short term impact.

Director of Product Design | 1stDibs, New York, NY

August 2016 - May 2022

Promoted from Lead Interaction Designer in 2019

- Managed and grew a team of 5 designers that focused on building tools that enabled 4,000+ global vetted sellers to be successful in a two-sided marketplaces.
- Led design for new platform opportunities with the launch of Auctions for sellers in 3 months.
- Led the successful launch of several major redesigns across 2 user segments
- Implemented process improvements including piloting OKRs within the design team, design sprints, and project tracking.
- Upskilled and successfully advocated for promotions within the team.

Senior Experience Designer | Kapow, Chicago, IL

August 2015 - April 2016

- Led design efforts for two products within the Supply team in a fast-moving agile environment.
- Evangelized a user-centered design approach by advising other product teams.

Interaction Designer | Fjord, Chicago, IL

October 2014 - August 2015

- Led interaction design and strategy to rethink the electronic health care record system for the Veterans Health Administration. Conducted

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EDUCATION

Master of Science

Human Computer Interaction/Design
Indiana University Bloomington

Bachelor of Arts

Economics, Computer Science
DePauw University

PROFESSIONAL DEVELOPMENT

Graphic Design, Typography
School of Visual Arts

SKILLS

Agile methods
User research
Design patterns
Heuristic evaluation
Interviews
Journey mapping
Participatory design
Persona development
Prototyping
Service mapping
Sketching
Usability evaluation
Wireframing

stakeholder interviews and journey mapping workshops.

- Led interaction design for a major redesign across web and mobile for AccuChek (part of Roche).

Senior Experience Designer | Moment, New York, NY

May 2012 - July 2014

- 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.

UX Strategist | Big Spaceship, Brooklyn, NY

December 2010 - May 2012

- Guided UX initiatives on projects for clients such as LucasFilm, Google, Chobani, Crayola and early-stage startups. Involved in early ideation and strategy to detailed requirements documentation.
- Established a stronger UX practice through mentoring, resource creation, and workshops.

UX Specialist | Opower, Arlington, VA

July 2010 - December 2010

- Led design of a mobile version of the web product for an energy efficiency startup that focused on change through behavioral design.
- Conducted exemplar research, wireframe concept generation, rapid prototyping and testing.
- Supported user research and customer feedback analysis.

Associate Software Engineer | Arc Worldwide, Chicago, IL

June 2007 - June 2008

- 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.

VOLUNTEER EXPERIENCE

- Redesign of The National Black MBA Association website as part of a team from Chase's *Force for Good* program (2024).
- Speaking and design with the Brooklyn based Youth Design Center.
- Designed digital experience for [Walter](#), a social enterprise based in Brooklyn.

SPEAKING ENGAGEMENTS

- Center for Peace & Justice (2024)
- MindGym Internal Design Team Talk (2023)
- UMass Amherst Workshop on Design (2020)