

# 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.

408-966-4598

[thalith@gmail.com](mailto:thalith@gmail.com)

[www.thalith.com](http://www.thalith.com)

## 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

## 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)