

Thalith Nasir

Hands-on product design leader based in New York City with 15+ years leading teams and building impactful products that drive business outcomes. Passionate about customer research, systems design, and fostering happy, high-performing teams.

WORK

Sabbatical | Global

November 2024 - March 2025

Took intentional time off to travel and further develop passion projects in photography and stand-up comedy, including performing in two international cities (Dhaka, Bangkok). Currently working on a supper club concept and building a photo app designed to be the tiniest social network.

Senior Product Design Lead | JPMorgan Chase, New York NY

June 2022 - November 2024

- Led cross-functional teams (design, content, research) for the Small Business group in the emerging Tools space, working across multiple product areas to craft short and long-term CX improvements for 6 million customers.
- Spearheaded a research and design initiative, securing funding and resources for two strategic projects worth ~\$6.5M in NPV over five years.
- Redesigned processes around team alignment and coordination, hiring and onboarding as the team grew from 4 to 15.
- Selected for an emerging leader program as part of a small cohort of VPs within JPMC.

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

August 2016 - May 2022

Promoted from Lead Interaction Designer in 2019

- Managed and scaled a team of 5 designers across 3 countries, focused on building seller-facing and internal tools for a global two-sided marketplace.
- Led design for new platform opportunities with the launch of Auctions for Sellers in just 3 months that increased supply by 20K and buyer engagement by 35%
- Led the successful launch of several major redesigns across 2 user segments increasing listings by 28% and annualized GMV.
- Increased team efficiency through process improvements including piloting OKRs within the design team, design sprints, and project tracking.
- Championed career development by mentoring team members and successfully advocating for internal promotions and role expansions.

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EDUCATION

Master of Science

Human Computer Interaction/Design

Indiana University Bloomington
Bloomington, IN

Bachelor of Arts

Economics, Computer Science

DePauw University
Greencastle, IN

PROFESSIONAL DEVELOPMENT

Graphic Design, Typography

School of Visual Arts

SKILLS

Accessibility
Agile Methods
Design Leadership
Design Strategy
Experience Mapping
Feature Prioritization
Information Architecture
Interaction Design
Journey Mapping
Mentorship
Product Thinking
Rapid Prototyping
Service Design
UX Research

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 in a two-sided marketplace for events
- Reduced friction in a key process for the Supply team by leading a rapid research initiative.
- Advocated for iterative, user-centered practices across 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 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.
- Led a service strategy project to identify and create new business opportunities.
- 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

- Served as the sole UX specialist at the agency, leading initiatives for clients including Lucasfilm, Google, Chobani, Crayola, and early-stage startups.
- Involved in projects from early ideation and strategy to detailed requirements documentation.
- Established a stronger UX practice through mentoring, resource creation, and workshops.

3+ additional years of professional experience in design and software development roles (2007–2010).

VOLUNTEER EXPERIENCE

- Saved \$250k in 10 weeks for The National Black MBA Association through a website redesign as part of a team from Chase's *Force for Good* program (2024).
- Speaking and design salon with the Brooklyn-based Youth Design Center.
- Designed digital experience for Walter, a social enterprise based in Brooklyn.

TOOLS

Figma
Sketch
Adobe Creative Suite
HTML/CSS
UserTesting
Jira
Confluence
Trello
Analytics (GA, Hotjar, Fullstory)
Collaboration (FigJam, Mural, Miro)

SPEAKING ENGAGEMENTS

Center for Peace and Justice
Dhaka, Bangladesh (2024)

MindGym Design Team Talk
New York, NY (2023)

UMass Amherst Workshop on Effective Design
Amherst, MA (2020)