Aman Nigam

Senior Product Designer / Product Manager

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Job objective

Results-driven Senior Product Designer / Product Manager with nearly 12 years of experience in product design, UX/UI strategy, user research, and end-to-end product development across Fintech, Sports, Healthcare, and other domains. Skilled in product strategy, user -centric design, interaction design, design systems, accessibility, prototyping, and cross-functional leadership, with a strong skills to translate user needs and business objectives into intuitive, scalable digital products. Targeting opportunities in Senior Product Designer / Product Manager roles to drive product vision, enhance user experiences, and deliver meaningful business outcomes through design-led innovation.

Location preference: Remote

Profile summary

- Accomplished Product Design Professional with rich experience in UX/UI design, product strategy, user research, and end-to-end digital product development across Fintech, Sports, and Healthcare domains.
- Experienced in leading design teams and managing complex product initiatives, translating user insights and business objectives into intuitive, scalable, and engaging digital experiences.
- Successfully led the design of fan-facing and enterprise applications at Ticketmaster, enhancing ticket-buying journeys, virtual venue experiences, and digital engagement for major sports leagues.
- Delivered impactful design solutions through collaborations with Google, Tropic Design, Stripe Partners, and Haqdarshak, addressing diverse user needs across Indian and international markets.
- Proficient in interaction design, visual design, user journey mapping, wireframing, prototyping, design systems, usability testing, and WCAG accessibility standards.
- Demonstrates strong leadership, strategic thinking, stakeholder management, communication, and cross -functional collaboration skills, with a user -centric and inclusive approach to product innovation.
- Well-versed in the latest AI tools, models, and emerging technologies, with the ability to evaluate and implement the right AI models for specific AI -assisted workflows, enhancing research, ideation, prototyping, problem-solving, and overall design efficiency.

Core competencies

Product Design Strategy & Leadership • User Experience (UX) Design • User Interface (UI) Design • User Research & Insights • Interaction Design & Prototyping • Design Systems & Guidelines • User Journey Mapping & Wireframing • Information Architecture • Usability Testing & Evaluation • Inclusive Design & Accessibility • Cross-functional Team Collaboration • Product Ideation & Innovation

Technical skills

Design Tools: Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator

UX/UI Design: Interaction Design, Visual Design, Wireframing, Prototyping, User Flows

Research & Testing: User Research, User Interviews, Usability Testing, Competitive Analysis

Design Systems: Design Systems Development, UI Libraries, Design Guidelines

Accessibility: Inclusive Design, WCAG Guidelines, Accessibility Compliance

Product Design: Responsive Design, Information Architecture, User Journey Mapping

Collaboration & Delivery: Agile, Scrum, SAFe Methodology, Cross-functional Collaboration

Technical Background: HTML, CSS, JavaScript, Web Application Development

Work experience

Saar Studios | Founder & Design Director

February 2026 - Present

Project / Google - Dark Patterns Research | India

March 2026 - April 2026

- Led research to identify and investigate dark patterns employed across multiple digital platforms in India, examining their impact on user behaviour and decision-making.
- Analysed research findings to identify potentially misleading design practices and underlying user experience challenges.
- Developed a framework outlining alternative design approaches to address identified dark patterns and promote more transparent, ethical, and user-centric digital experiences.

Design leadership responsibilities

- Leading design strategy and creative direction, driving end-to-end product design initiatives and delivering user-centric digital experiences.
- Supervising product ideation, design execution, and research to align user needs with business objectives.

Google | Design Consultant

January 2023 - January 2024

Project / Tata Care Group | India

October 2025 - December 2025

- Led research and design development for an initiative focused on establishing accessible care centres for individuals from low-income communities.
- Translated research findings and user needs into design concepts, prototypes, and practical solutions aligned with accessibility and community care requirements.
- Managed the end -to-end project lifecycle, from research and prototyping to final solution development.

Project / Google for Merchants | India

January 2025 - March 2025

- Led research exploring the challenges and opportunities faced by Indian digital merchants in an increasingly digital-first buying environment.
- Developed prototypes and translated research insights into user-centric design solutions to empower merchants and enhance their digital commerce experiences.
- Managed the end-to-end design process, including research, prototyping, and final design handoff.

Project / Connecting Physical & Digital Experiences | India

November 2023 - January 2024

- Collaborated with Tropic Design and Stripe Partners to identify opportunities for connecting physical and digital experiences across diverse Indian markets.
- Conducted in-depth interviews with users and merchants, synthesizing research insights to identify key needs and pain points.
- Translated research findings into design solutions aimed at improving experiences for both consumers and merchants.

Project / Real World Journeys - Indian Food Culture | India

September 2023 - October 2023

- Contributed to Google's Real World Journeys initiative, exploring user behavior and preferences around India's diverse food culture.
- Analyzed user research to identify insights and translate them into actionable design concepts.
- Developed intuitive user experiences focused on seamless discovery, navigation, and personalized food recommendations.
- Collaborated with Tropic Design Studio to create culturally relevant and user-centric design solutions.

Project / Travel Planning for Older Adults | United States

January 2023 - February 2023

- Developed design concepts to simplify travel research and planning experiences for adults aged 55+.
- Collaborated with a UK-based research firm to conduct user interviews and usability testing.
- Incorporated user feedback to refine concepts and deliver final design solutions for improving Google's travel planning experience.
- Partnered with Tropic Design Studio throughout the research and design process.

Work experience continued

Haqdarshak | Design Consultant

October 2022 - November 2022

- Conducted field research and user interviews with agents using Haqdarshak's application to facilitate government scheme distribution.
- Travelled to Pune and Nashik to understand user challenges, workflows, and application usage.
- Developed a design system to establish consistent design principles & support future product development.

Ticketmaster | Associate Director for Design

March 2019 - March 2022

- Led a UI/UX design team responsible for developing fan-facing web applications for major North American sports leagues and enterprise platforms supporting ticket-buying experiences.
- Directed design initiatives across ticketing platforms, virtual venue experiences, and venue creation solutions.
- Spearheaded user journey mapping, interaction flows, wireframing, prototyping, and design execution in collaboration with cross-functional teams.
- Aligned the design delivery process with the SAFe methodology, ensuring synchronization with development teams and improving collaboration.
- Championed inclusive and accessible design, partnering with developers to enhance frameworks and ensure compliance with WCAG guidelines.

Ticketmaster | Senior UX Designer

July 2016 - March 2019

- Designed enterprise applications enabling sports teams, including NBA and NHL franchises, to create and publish fan-facing websites.
- Developed intuitive product experiences incorporating webpage builders, menu management, email builders, and invoice management functionalities.
- Contributed to the development of virtual venue experiences, enabling fans to explore venues and preview seat views while purchasing tickets.
- Translated product requirements into user flows, wireframes, and interactive designs to deliver seamless digital experiences.

Goalwise | UX Designer

January 2016 - June 2016

- Conducted competitive analysis and stakeholder interviews to understand market trends, business objectives, and user expectations.
- Created user journeys, wireframes, and prototypes to define intuitive product experiences.
- Designed a responsive web application aligned with business goals and user requirements.

Earlier roles

Helpost | Co-founder & CTO

August 2014 - December 2015

Blank & Co. | Software Engineer

August 2012 - January 2013

S3tel Inc. | Software Engineer

July 2011 - July 2012

Zed-Axis Technologies Pvt. Ltd. | Software Developer

January 2011 - June 2011

Education

Bachelor of Computer Applications (BCA) - Guru Gobind Singh Indraprastha University | 2010

Personal details

Date of Birth: 12 February 1989

Languages Known: English, Hindi

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