# Thalith Nasir
*Digital Product Design & Strategy*

thalith@gmail.com
www.thalith.com
408.966.4598

## WORK

**Aug '16 — Now**
**Director of Product Design | 1stdibs, New York, NY**
Leading design for the Trade team, working to create experiences for interior designers and architects. Guided 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. Managed and mentored designers and contractors.

**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

**Graphic Design, Typography**
Continuing Education
School of Visual Arts

*Portfolio available upon request.*