

Nobin Patnaik

Senior Product Designer

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SUMMARY

Senior Product Designer with 5+ years of experience across design systems, user research and cross-platform interaction design. At DAZN, redesigned live-match discovery across TV, mobile, tablet and web for 300M+ viewers in 200+ markets. At Motivity Labs, rebuilt the booking funnel for CheapCaribbean, a travel marketplace with 19M+ annual visitors. Designed 14 products from scratch at I-PAC and built the shared component library used across all of them, leading a 4-person design and research team. Experienced in WCAG 2.2 accessibility, information architecture and enterprise/operator tooling, and comfortable working closely with product managers and engineers from early concepts through release.

SKILLS

PRODUCT & STRATEGY: Product Discovery, Product Strategy, 0-to-1 Product Design, Roadmap & Prioritisation, Enterprise UX, B2B / B2C / SaaS, OTT & Live Streaming

UX & INTERACTION: End-to-End UX, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive & Cross-Device Design, TV/OTT Interface Design, Data Visualization, Dashboard & Console Design, Localization

RESEARCH: User Research, Usability Testing, Contextual Inquiry, Journey Mapping, Research Synthesis, Design Thinking, Data-Informed Design, A/B Testing

DESIGN SYSTEMS: Design Systems, Design Tokens, Component Libraries, Pattern Governance, Component Documentation, Developer Handoff

ACCESSIBILITY & COLLABORATION: WCAG 2.2 AA, Inclusive Design, Accessible Component Design, Focus & Remote-Navigation States, Contrast & Touch-Target Compliance, Cross-Functional Collaboration, Stakeholder Communication, Agile / Scrum, Design Critique, Mentorship, Workshop Facilitation

TOOLS: Figma (Auto Layout, Components & Variants, Variables, Prototyping), FigJam, Adobe XD, Adobe Photoshop, Illustrator, After Effects, Jira, Confluence, Miro, Notion, Figma AI, Figma Make, Claude, ChatGPT

EXPERIENCE

DAZN

Jan 2025 – Jun 2026

UX Designer · Hyderabad, India

- **Live-match discovery:** Redesigned discovery and navigation for a platform serving 300M+ viewers in 200+ markets, reworking the path from app-open to live match based on user feedback and usability reviews rather than internal assumptions.
- **Cross-platform design:** Designed and shipped live-match experiences across TV, mobile, tablet and web at the same time, working through different input methods (remote D-pad, touch, pointer and keyboard) across dozens of screens over several releases.
- **Design system:** Owned components and interaction patterns in DAZN's platform design system, which was also adopted by partners including HBO Max and Kayo Sports. Documented component behavior, states and edge cases for developer handoff.
- **Accessibility:** Audited and redesigned TV and mobile surfaces against WCAG 2.2 AA, covering contrast, focus states, remote-navigation order and touch-target sizing, and built these checks into component specs so issues were caught before QA.
- **Partnership delivery:** Worked on design delivery for DAZN's FIFA+ partnership, defining acceptance criteria and edge cases together with product managers and engineers before development started, on a platform delivering 100,000+ live sporting events a year.

Motivity Labs

Oct 2023 – Dec 2024

UX Designer · Hyderabad, India · Clients: CheapCaribbean, TSRTC, iVIS, ProJam

- **Booking funnel (CheapCaribbean):** Rebuilt the booking funnel and information architecture for a travel platform with 19M+ annual visitors and 1.1M+ customers, simplifying the flow using behavioral analytics and moderated usability sessions.
- **AI itinerary builder (CheapCaribbean):** Designed the experience for CheapCaribbean's AI itinerary generator, including the prompt, generated results, editing, error states and ways for users to correct or refine the itinerary.
- **Enterprise security console (iVIS):** Designed the operator console for a 24/7 physical-security platform monitoring 500,000+ endpoints across 200+ operators; rebuilt alert triage, prioritization and escalation based on direct observation of operators on shift.
- **Embedded research practice:** Set up a research cadence that didn't exist before. Planned, recruited and ran sessions every sprint, and turned findings into interaction changes within the same sprint instead of letting them sit in a backlog.

- **Platform ownership (ProJam):** Led UX as the sole designer on ProJam, Motivity's internal workforce and project-management platform, owning discovery, information architecture, the component library and release design.
- **Public transport (TSRTC):** Designed ticketing and journey-planning flows for TSRTC, one of India's largest state transport operators, designing for low-bandwidth Android devices and first-time digital users.

I-PAC

Mar 2021 – Aug 2023

Senior Product Designer · Hyderabad, India

- **14 products, 0-to-1:** Designed 6 mobile apps and 8 web admin platforms from scratch, covering volunteer coordination, grievance management, field operations and campaign command, shipped across simultaneous statewide deployments under fixed election deadlines. Included apps with 1M+ downloads and a government command dashboard used daily by 5,000+ field officers across 3,339 Gram Panchayats, 345 Panchayat Samitis and 21 Zilla Parishads.
- **Design system at scale:** Built and maintained a shared component library (components, tokens and usage documentation) used across all 14 products and every engineering team, cutting design setup time for new products from weeks to days.
- **Design leadership:** Built and led a 4-person design and research team, set research standards, ran weekly critique, and owned the review process that turned field findings into shipped decisions.
- **Field research under constraint:** Ran contextual inquiry, shadowing and journey mapping with field workers across multiple districts during live campaign conditions, and used what we learned to design a task-first structure people could use without any training.

iVoyant Systems Pvt Ltd

Jul 2020 – Mar 2021

UX Designer · Bengaluru, India · Client: Cricket Wireless

- **Customer360 agent console:** Brought together several separate support tools into one agent console covering profile management, IMEI/SIM controls, billing history, and case and interaction history, reducing screens per call and average handle time for support agents.
- **Manager analytics app:** Designed a mobile analytics app for managers, bringing activation, payment, cancellation and case-load metrics into a single daily view built for quick, one-handed use on the shop floor.

ADDITIONAL EXPERIENCE

Technicolor

Feb 2020 – Jul 2020

Junior Artist, Lighting & Compositing · Bengaluru, India

- Handled lighting and compositing within the animation production pipeline, including projects for The Walt Disney Company.

DNEG

Mar 2018 – Sep 2019

Lighting Technical Director · Chennai, India

- Built lighting pipelines and internal tooling for large production teams on Venom and The Dark Crystal: Age of Resistance, designing systems and workflows for technical users at production scale.

Next Education

Jul 2016 – Jan 2018

3D Lighting Artist · Hyderabad, India

- Built 3D visual environments for digital education products, working alongside instructional design teams.

EDUCATION & CREDENTIALS

Bachelor of Arts, VFX and Animation

Jul 2012 – Aug 2015

Mahatma Gandhi University, Meghalaya, India

Design Thinking and Innovation Management

Aug 2023

Indian Institute of Management (IIM), Lucknow

Pro UI/UX Designer Certification

May 2020

DesignBoat UI/UX School, Bengaluru