Arjun S Nair
Associate Product Manager / Product Designer (UX, Systems & AI)

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Product professional with nearly a decade of experience working at the intersection of UX, content systems, and digital products. Experienced in translating complex workflows, trust-sensitive problems, and emerging technologies into clear product decisions and intuitive user journeys.

Has shipped 0→1 platforms, collaborated closely with engineering and business teams, and worked hands-on with user research, analytics, and iteration. Brings a strong systems mindset, user empathy, and execution bias. Now seeking Junior / Associate Product Manager roles in product teams.

SELECTED PRODUCT EXPERIENCE

M2M Ferries — Booking & Information Platform (Shipped)
- Owned the end-to-end product experience for India's 1st RoPax ferry booking platform between Mumbai & Mandwa
- Defined information architecture & booking flows to handle dynamic schedules, vehicle pricing, and first-time users
- Balanced operational constraints, user clarity, and technical feasibility in close collaboration with engineering
- Shipped a 0→1 digital booking system replacing a traditionally offline, agent-driven process

Fractal Pathfinder — Pre-Joining Onboarding Platform (Shipped)
- Designed and structured a pre-joining onboarding product to reduce candidate drop-offs after offer acceptance
- Mapped candidate journeys across the notice period to identify anxiety, information gaps, and trust breakdowns
- Created a modular onboarding and content system to improve clarity, familiarity, and confidence before joining
- Aligned stakeholder goals with candidate experience outcomes through iterative design and validation

Edenred — Sales & Partner Landing Pages (Shipped)
- Worked on sales-oriented product pages for employee reward, customer, and channel partner programs
- Simplified complex offerings through clearer structure, messaging hierarchy, and user flows
- Focused on reducing cognitive load and improving lead comprehension across multiple audience segments

Google Pay — Credit Log (Concept)
- Explored a native credit-tracking feature inspired by informal, trust-based neighbourhood lending behaviour in India
- Defined problem scope, user motivations, and trust risks associated with informal credit systems
- Designed end-to-end flows aligned with existing Google Pay usage patterns and mental models.

Compass — CRM/Support Platform (Concept)
- Designed a fresher-first customer support platform focused on onboarding clarity and workflow simplicity
- Simplified complex ticketing workflows using familiar mental models and progressive disclosure
- Prioritised usability and learning curves for first-time support agents

Google Gemini S.E.N.S.E. — AI Framework (Concept)
- Designed a user-invoked, OS-level AI framework to assess misinformation without censorship or automation bias

- Modelled uncertainty, evidence tiers, and ethical constraints to ensure real-world feasibility
- Explored trust, explainability, and user agency in AI-driven decision support systems

Work Experience

Product Designer (UX, Content & Systems) | 8 Bit Media
Jul 2018 – Present
- Led product thinking and UX across live platforms, campaign systems, and long-lived digital products
- Translated business goals and user needs into structured journeys, feature scopes, and system logic
- Conducted user research, usability testing, and drop-off analysis to inform prioritisation and iteration
- Collaborated closely with engineering teams to validate feasibility, refine interactions, and unblock delivery
- Defined content systems, UX guidelines, and interaction standards to ensure scalability and consistency
- Mentored writers, account managers, and designers to ensure user-centred execution across shipped projects

Creative Writer | Crayons Advertising Pvt. Ltd.
Apr 2017 – Jun 2018
- Developed integrated campaign narratives across digital, film, and print
- Built early experience translating strategy into clear, user-facing communication across touchpoints

Digital Content Manager | Spott-One Consultancy
Aug 2015 – Mar 2017
- Managed content strategy, publishing workflows, and marketing calendars aligned with product launches
- Used performance insights and analytics to refine messaging and improve engagement

Skills

Product & Strategy: Product Thinking, Problem Framing, Requirements Definition, Product Backlog Management, User Research, Usability Testing, Prioritisation, Systems Thinking, Trust- & AI-Sensitive UX

Execution: PRDs, User Stories, User Flows, Wireframing, Prototyping, Cross-functional Collaboration, Technical Feasibility Validation

Tools & Tech: Figma, HTML, CSS, JavaScript, React

Communication: UX Writing, Content Systems, Onboarding Journeys, Stakeholder Communication, Narrative & Clarity Design

Awards

Silver for AI Led Marketing - Agency Reporter Digital Marketing Excellence Awards 2024

Bronze for Branded Content - Agency Reporter Digital Marketing Excellence Awards 2024

Education

Bachelor of Technology: Electronics & Communication Engineering
Mahatma Gandhi University (Jul 2010 – Jun 2014)

Languages

English, Malayalam, Hindi