Nitin Surendran

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Senior Product Designer with 9+ years of experience building digital experiences that has reached billions of users. I specialize in envisioning and prototyping new products that make complex systems feel intuitive and human. I often work at the intersection of 3D, spatial interfaces, and AI-driven experiences

Core Competencies

Product Strategy • Interaction Design • Spatial Interaction Design • 3D Commerce Systems • Human-AI Interaction • Complex System Design • Design Systems • UX Research • Prototyping • Cross-functional Collaboration • AI/ML-driven Interfaces • Spatial UX • Stakeholder Management • KPI-driven Optimization

EXPERIENCE

Product Designer,
IKEA - Home Imagination Platform | Aug 2022 - Present

Spatial Interaction Design • 3D Commerce • Human-AI Interaction

Own UX strategy for IKEA's 3D commerce and embedded planning systems, transforming static PDPs into scalable spatial shopping environments.

- Led end-to-end 3D commerce evolution, embedding Add-to-Cart, real-time availability, and contextual measurements directly within the canvas.
- Designed and scaled a foundational 3D interaction system adopted across categories.
- Integrated IKEA Kreativ and planning tools into PDP journeys, connecting product-level exploration to room-level composition.
- Conceptualised and launched Complete the Look, enabling contextual 3D product bundling powered by ML-driven recommendations.
- Leading embedded storage experiences with a scalable 3D Canvas Interaction Framework.

Impact

- +5.97% PIP ATC uplift (+6.28% additional with availability)
- +11.9% ATC from in-canvas measurements
- +27% increase in Kreativ traffic
- +9.3% ATC uplift from complementary sets (16 markets)
- +30% increase in unique items per ATC
- +18.7% ATC revenue per user
- ~€23.4M incremental annual revenue

Senior Product Designer,
BEAT (Ride-Hailing Platform acquired by FreeNow) | Jun 2021 - July 2022

- Reimagined the end-to-end driver experience for BEAT, identifying structural friction in navigation, earnings clarity, and in-trip feedback through UX audit and behavioural analysis.
- Redesigned core trip flows — request acceptance, navigation, earnings tracking, and rating — reducing cognitive load during high-stress driving moments.
- Designed ML-driven navigation and driver–passenger matching experiences, improving real-time ride allocation and reducing friction across high-pressure trip flows.
- Translated complex machine learning logic into intuitive interfaces, making dynamic routing, surge behaviour, and ride distribution understandable and actionable for drivers.

Product Designer,
redBus | Aug 2017 – Feb 2020

- Designed end-to-end booking experiences across buses, rentals, hotels, cars, and B2B products, supporting millions of users across multiple countries.
- Led UX for core flows (search, seat selection, checkout, cancellations), optimising conversion and post-booking management.
- Contributed to the redBus Design System, defining reusable components and scalable interaction patterns across web and mobile.
- Standardised cross-vertical design patterns and localisation-ready solutions, enabling faster international expansion and product scalability.

Product Designer,
Sportskeeda | Jan 2017 – Aug 2017

- Designed and launched a scalable editorial platform supporting writers, editors, and publishers across drafting, version control, and publishing workflows.
- Built role-based access systems and structured collaboration flows, improving content governance and operational efficiency during high-volume live events.
- Partnered with engineering and founders to deliver a production-ready internal platform supporting high publishing velocity.

Product Designer,
Appiness Interactive Design Studio | Jan 2016 - Dec 2016

- Designed responsive marketing websites, landing pages, and dashboards across real estate, healthcare, and education domains.
- Translated business requirements into wireframes, UI systems, and production-ready assets aligned with conversion and growth objectives.
- Collaborated with founders and marketing teams to shape product positioning and user journeys.

EDUCATION

Copenhagen Institute of Interaction Design (CIID)
Interaction Design Programme, Feb 2020 - March 2021

Visvesvaraya Technological University (REVA University)
B.Tech in Electrical and Electronics Engineering, 2011 - 2015

SKILLS

Product & Strategy
Product Strategy, UX Strategy, Design Workshop Facilitation, Roadmapping, KPI-Driven Design, Stakeholder Management, Product Discovery, Data-Informed Design

Interaction & Experience Design
Interaction Design, Product UX Design, Motion Graphics, Microinteractions, Design Systems, Prototyping

Research & Validation
Usability Testing, A/B Testing, Journey Mapping, User Interviews

Tools
Figma, Cursor, Adobe Creative Suite, Framer, Design Tokens, Storybook, HTML, CSS, JavaScript, Processing, Arduino, Claude Code, Lovable