

Rahul Nandakumar

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🌐 rahul.tv - Case studies, prototypes, and shipped product designs

📍 Based in NJ — open to relocation for on-site programs

Product Designer • UI/UX Designer • Interaction Designer

Product Designer with 3+ years crafting responsive, accessible interfaces for mobile and web. Formerly at Comm and founder of Potential Labs. Fast, iterative design process grounded in Figma, visual hierarchy, UX research, and component-driven systems. Experienced in agile sprints, cross-functional collaboration, and aligning business goals with user outcomes.

EXPERIENCE

Product Designer - Comm (Messaging App), Remote

Nov 2023 - May 2025

- Designed account recovery, chat creation, and QR sign-in flows from 0 to 1; reduced churn by 9%
- Built and maintained reusable design system using Figma auto-layout, tokens, and mobile-first principles.
- Collaborated daily with engineers and stakeholders in fast-paced agile sprints to ship designs quickly.
- Rebranded company identity—logo, launch visuals, social assets—boosting engagement by 135%.

Founder & Product Designer - Potential Labs (AI iOS App), Remote

Jan 2024 - Present

- Designed end-to-end AI-powered coaching app with components, states, and navigation logic for iOS.
- Prototyped rapidly using Figma MCP and Cursor; validated flows via live testing and feedback loops.
- Integrated UX patterns from Duolingo, Linear, and ChatGPT to balance usability and delight.
- Delivered dev-ready design specs and prototypes with attention to micro-interactions and accessibility.

Product Lead - Diplomat (Acquired by Polkadot)

Jan 2023 - Jan 2024

- Designed visual dashboards for governance data used by 7 enterprise clients; received 94 NPS.
- Led 5-person cross-functional team; delivered modular Figma libraries and iterative prototypes.
- Conducted interviews, testing, and visual refinement using data insights and UX heuristics.
- Accelerated delivery using AI tools (ChatGPT, Cursor); doubled iteration throughput across sprints.

Product Designer - 101.xyz

Aug 2022 - Aug 2023

- Created flows for course-builder used by 84 global university teams; improved retention and UX clarity.
- Redesigned homepage and onboarding experience; increased creator activation rates.

DESIGN TOOLKIT

- **Design & Prototyping:** Figma (Advanced), Adobe XD, Photoshop, Illustrator, Framer, Webflow
- **UX Research & Testing:** User Interviews, Wireframing, Prototyping, Usability Testing
- **UI & Interaction Design:** Design Systems, Responsive UI, Accessibility, Visual Hierarchy
- **Tools:** Mixpanel, Amplitude, SQL (basic), Linear, Notion, Jira, ChatGPT, Figma MCP, Cursor

EDUCATION

Rutgers University - B.A. in Cognitive Science, Concentration in Entrepreneurship