

Nafiz Mannan

New York, NY

Portfolio: <https://drive.google.com/drive/folders/15mzdA4TbnqS2G9MKJrtnUR5AkLKBODYy>

Staff Product Designer — AI Platforms · Developer Tools · Data UX

Product designer with **15+ years of experience designing complex platforms, data-driven tools, and AI-enabled user experiences.**

Former **Senior UX Designer at Nielsen**, designing enterprise analytics platforms used by global media organizations. Currently consulting with emerging AI startups through **Pulp.chat**, helping transform early-stage product ideas into scalable AI-driven user experiences.

Experienced in **developer tools, machine learning workflows, data visualization, design systems, and platform UX.**

Core Expertise

AI Product Design

- Conversational UX
- AI-assisted workflows
- Prompt-driven interfaces
- Agentic interaction models

Platform & Developer Tools

- SaaS product architecture
- Complex workflow design
- Information architecture
- API and developer-facing interfaces

Enterprise Data UX

- Analytics dashboards
- Data visualization
- Decision-support tools

Design Systems

- Component architecture
- Scalable UI systems

- Cross-product consistency

Tools

Figma · FigJam · Miro

Design systems platforms (Zeroheight, Supernova)

Analytics: Heap · Pendo

Front-end literacy: HTML · CSS

Professional Experience

Product Design & AI Strategy Consultant

Pulp.chat — Remote

February 2025 – Present

Partner with emerging AI startups to translate product vision into scalable UX and AI-driven product experiences.

- Design **AI interfaces and conversational workflows** for chat-based and generative products.
- Translate early-stage product concepts into **interaction models, product architecture, and MVP prototypes**.
- Collaborate with founders and engineers to align **AI capabilities with user experience design**.
- Advise teams on **AI usability, system behavior, and product scalability**.

Senior UX Designer

Nielsen — New York, NY

Jun 2020 – Sep 2024

Led UX design for **enterprise analytics platforms** supporting large-scale audience intelligence and advertising measurement.

- Designed complex **data visualization tools and analytics dashboards** used by enterprise clients.

- Simplified data-heavy workflows into **intuitive product experiences** for analysts and decision-makers.
- Developed **system-level interaction models** aligned with underlying data architecture.
- Collaborated with product, engineering, and analytics teams to deliver scalable product improvements.
- Presented UX strategy and product concepts to executive leadership.

Recognition:

Gold and Silver awards for design excellence and leadership impact.

UI/UX Designer

Nielsen — New York, NY

Apr 2018 – May 2020

Designed interfaces for **advertising technology and data-driven platforms**.

- Built scalable **design systems and component libraries** used across multiple products.
- Conducted usability research to improve interaction patterns and product usability.
- Worked closely with engineering teams to ensure high-quality design implementation.

UX Design Consultant

Exelate — New York, NY

Feb 2017 – Mar 2018

- Designed UX for complex B2B data platforms.
- Conducted research and interviews to guide product feature strategy.
- Contributed to unified design system development.

Web Designer

Kings Media — New York, NY

Jan 2010 – Dec 2016

- Designed digital platforms for brands across entertainment, hospitality, and media.
- Worked with high-profile music industry clients.
- Built front-end interfaces using HTML and CSS.

Selected Work

Nielsen Analytics Platform

Enterprise dashboards and data visualization tools for audience intelligence systems.

melabel — Music Business Operations Platform

SaaS platform enabling artists and labels to manage releases, analytics, promotion, and collaboration.

AI Product Design Consulting

Advising early-stage AI startups on conversational UX, product architecture, and AI interaction design.

Education

Bachelor of Arts — Advertising (Design)

Minor: Marketing & Music

University of Central Oklahoma