

JAMAL NICHOLS

Senior Product Designer | UX & Interaction Design | 0→1 Project Leadership
+49 152 2179 6416 • jn@jamalnichols.com • <https://www.linkedin.com/in/jamalnichols> • Berlin / San Francisco

Summary

A product design professional with over 15 years of experience in product design and UX & interaction design is sought. Expertise in 0→1 projects and design systems is possessed. Key achievements include leading the launch of Careem Quik with scaling from zero to thousands of orders daily, and a redesign at Careem Pay increasing transactions by 40%.

Experience

	Founding Designer Integral	Berlin, Germany 01/2025 - 03/2025
	<p>Took a risk, joined a startup. Over the span of a few weeks: Established visual language of the product Built entire design system with variables, components, and code connect Built end-to-end, high fidelity prototypes for the entire product Solved foundational problems for the business, reviewing and improving their product workflows</p> <p>It was fun to work at a fast pace and build a lot in a short period of time. However, after solving many foundational problems for the business, they decided to replace me with a freelancer from another country.</p>	
	Travel Break Title	Location 04/2024 - 01/2025
	<p>Took some well-deserved time off after grinding for 10+ years</p>	
	Bolt Mobility Product Design Lead	Berlin, Germany 10/2023 - 04/2024
	<ul style="list-style-type: none">Managed Rentals team, overseeing {3} designers, expanding and guiding team operations within a short tenure. Discovered quickly that it is a poor fit. Took some time off afterwards to figure out what I want to do next.	
	Careem Senior Design Manager, Careem Pay	Berlin, Germany 07/2022 - 09/2023
	<p>Leading design for the Pay team. Working directly with the CEO of a 3 Billion Dollar company.</p> <ul style="list-style-type: none">My internal title was "Senior Design Manager," but I was still working as an IC for one of the product verticals (P2P), while managing a design team of 4 people.During my time, we launched a referral program that led to a 30% increase in sign-ups.Launched a comprehensive redesign of the entire P2P flow that led to a 40% increase in transactions completed.Collaborated with PM and Eng, to foster a UI Quality initiative to ensure that product quality is maintained across the entire product.	
	Careem Staff Product Designer, Food & Groceries	Berlin, Germany 05/2021 - 07/2022
	<p>I was the most senior designer at Careem at the time.</p> <ul style="list-style-type: none">Launched Careem Quik (Grocery Delivery).Designed the entire product, end-to-end, then hired 3 more designers onto the team.Quik grew from zero to thousands of orders per day in less than a year.Redesigned the entire interview process at Careem, in collaboration with the recruiting org and other design leaders.This led to inspiring and retaining a higher bar of talent.	
	Meta Senior Product Designer	Menlo Park, California 05/2019 - 05/2021
	<ul style="list-style-type: none">Worked on two teams: Enterprise Design and Stories Creation. Learned a lot.Designed products used by over 3 billion people.Best place I ever worked, but I wanted to move back to Germany.	
	Equinix Principal Product Designer	Redwood City 06/2017 - 05/2019
	<p>I helped spearhead the creation of a design practice from scratch at Equinix.</p> <ul style="list-style-type: none">Built products that led to 1000% increase in time spent on site and 200% increase in leads generatedGrew team from 2 people to 8 people	

Experience



Google
Senior Product Designer

- Redesigned notifications for Google+ -- yup, that Google+. Learned a lot, though.

Mountain View
01/2015 - 12/2016



Walmart Global Tech
Product Design Lead

- Led product design on Classrooms by Walmart, a direct competitor to teacherlists.com
- Led product design on Savings Catcher, Walmart's biggest initiative of 2014, featured nationwide in the news and served 20 million people
- Connected across multiple teams to get consensus and move things forward
- Led product design and research for an interactive nursery, where we worked together with external companies and internal stakeholders to create a tool where people spent an average of 15 minutes

San Francisco Bay Area
02/2013 - 01/2015



BMW Group
Interaction Designer

Part of the BMW global redesign. Worked on search and New Car Configurator. Was the first big company that placed their trust in me, and it was the foundation for all the came after.

Munich, Germany
06/2011 - 12/2011



Various
Freelance Designer

Worked multiple different freelance gigs early in my career. Started freelancing in college. Did decent work, but was still sharpening my skill set.

Germany
08/2006 - 11/2011

Education

Darmstadt University of Applied Sciences
Master's degree, Game and Interactive Media Design

01/2004 - 12/2008

UploadVR
Virtual Reality Development, Environment Design

01/2017 - 12/2017

Languages

German Native ●●●●●

English Native ●●●●●

Skills

Product Design · Branding · Web Design · Pitch Decks · Team Building · 0→1 Projects · Design Systems · Strategy · Coaching · UX Design · Interaction Design · CSS · Figma · HTML · PWA · GitHub · Agile · Your Skill

MORE ABOUT ME



Very happily married
Despite us both coming from broken homes



Care deeply about physical & mental health
Work out 4 days a week, fitness & yoga mostly



Favorite sports: Basketball & mixed martial arts
But I'm bad at both of them



Dual USA / EU Citizen
Thanks to my dad's military background



Favorite place I've visited so far: Madeira, Portugal
Probably going to retire there