Nandan S

nandangowda.in

Product Designer

contact@nandangowda.in
+91 91136 47934
linkedin.com/in/nandan-s-699401352

About

I am a product designer in Bengaluru with 3.6 years of experience. I design and build websites, brands and online stores, create the creatives that promote them, and run Meta, Google and LinkedIn ads that bring in leads and sales. I handle many tasks at once, automate where I can, and want to add real value to your team.

Live Work

Power-X Featured
power-x.in

Prime AssetSource
primeassetsource.com

Aira Design Studio
airadesignstudio.com

SwapMyTech
swapmytech.com

Experience

Prime AssetSource Private Limited

May 2023 to Oct 2026 3.6 years

E-commerce Developer & Creative Marketer

An IT rental business and the parent company of Power-X and Aira Design Studio. I built its B2B rental platform and the admin console for orders, leads and live visitor data, with Next.js and Node.js on our own server.

Power-X, The Technology People

- Designed every component, product photo and creative, and ran its marketing, social media and ads.
- Ran on Shopify for 2.5 years, then I rebuilt it as a custom Next.js and Node.js web app.
- The web app sends automatic emails (Resend) and uses the WhatsApp API and Razorpay webhooks.

Aira Design Studio

- Built a headless Shopify store with Hydrogen and Remix, with motion animations, on Shopify Oxygen.
- Added Razorpay payments for a smooth checkout, and Git version control to track every change.
- Created every product image with ChatGPT and designed the banners in Photoshop.

Skills

Marketing

Meta, Google and LinkedIn ads
ROAS, CTR, CPC and A/B tests
SEO and Search Console
Merchant Center, Keyword Planner
Amazon and Flipkart listings
Social posts, carousels and reels

Design

Brand identity, UI and UX
Logos to full website layouts
Packaging, print and catalogues
Photoshop and Illustrator
Premiere Pro and After Effects
Creatives made with AI tools

Development

Shopify: Liquid, Hydrogen, Remix
Marketing websites
Web apps: Next.js, React, Node.js
Internal dashboards
Databases and servers
Claude Code for faster builds

How I Work

I start by finding the root cause: how the brand talks to people online, and where it is losing sales or leads. Then I fix the website, or build one if there is none, along with a web app to track orders and leads. I improve the creatives, making better posts, carousels and reels in Photoshop and After Effects. Finally, I market it right: I study competitors and the audience, then spend the budget where it works best.

Speaks English, Hindi and Kannada

Bengaluru, Karnataka, India