

Nikhil Reddy

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PROFESSIONAL SUMMARY

Senior Business Analyst and Product Manager with 10+ years of experience spanning digital transformation, retail technology, and customer experience, including enterprise roles at Arc'teryx and Lululemon and a background in founding and running independent businesses. Known for translating complex problems into clear, human-centred solutions that land with both technical teams and executive stakeholders. Brings a rare combination of strategic consulting, UX craft, and data fluency to drive measurable business and customer outcomes. Equally comfortable shaping transformation strategy and rolling up sleeves to deliver.

WORK EXPERIENCE

Arc'teryx | Product Owner, Endless Aisle - Retail Technology

Mar 2025 – Present

- Owned end-to-end delivery of the Endless Aisle programme across **15 pilot stores** in North America, managing UAT, stakeholder sign-off, and readiness for full regional rollout, bridging retail operations, engineering, and store leadership throughout.
- Drove integration across Manhattan POS, Adyen, and Salesforce, authoring technical requirements and managing dependencies across **4+ platform integrations**, reducing integration-related delays by **~20%** compared to previous programme benchmarks.
- Redesigned associate transaction workflows, cutting average checkout time by **~25%** and achieving **full store associate adoption within the first month** of pilot launch.
- Led change management across pilot locations, producing process documentation, coordinating training, and embedding feedback loops that shaped final requirements ahead of North America-wide release.
- Managed a cross-functional delivery team of **7**, maintaining timelines, prioritising the backlog, and escalating risks to senior leadership throughout the programme lifecycle.

Arc'teryx | Senior Business Analyst, CMS & Digital Design System

Sep 2024 – Mar 2025

- Led governance and evolution of the Arc'teryx Digital Design System on Storybook, overseeing a cross-functional team of **12** across design, engineering, architecture, and QA, standardising UI components across **30+ digital touchpoints**.
- Managed the Arc'teryx CMS (Sanity), owning content workflows, component standards, and third-party feedback backlog, cutting ticket resolution time by **~30%** and improving cross-team alignment.
- Delivered the Product Advice Hub from brief through to launch, a full front and back-end build integrated into the CMS, improving SEO performance and contributing to a **~10% uplift in traffic** to high-converting product pages.
- Facilitated monthly hackathon-style workshops with the full product team to rapidly iterate CMS improvements and new DDS components, while introducing a structured designer check-in cadence that improved request visibility and reduced duplicated effort across the team.

Lululemon | Business Analyst, Digital Asset Management (Contract)

Mar 2024 – Sep 2024

- Led business analysis for the implementation of a new DAM system, consolidating **multiple legacy tools** into a single source of truth for digital assets across the organisation.
- Designed a GTM-aligned taxonomy and tagging architecture enabling role-based filtering across teams, from designers searching by tech spec to VPs filtering approved assets by season.
- Championed the addition of a physical sample booking feature within digital material files, allowing users to request swatches directly from the DAM, a capability called out positively in post-launch feedback.
- Created responsive Figma designs used directly by front-end developers in dev mode and trained **30+ stakeholders** across product, development, and leadership on Figma, driving adoption of commenting and dev mode tools.
- Managed sprint backlogs and UX/UI prioritisation across Scrum cycles, incorporating feedback gathered through **monthly NPS surveys** and in-product prompts to iteratively improve usability post-launch.

Merkle | Senior Consultant, Experience Design

Oct 2022 – Oct 2023

- Led UX strategy on a **\$10M Salesforce Financial Services Cloud engagement** for Fisher Funds, one of New Zealand's largest investment managers, overseeing end-to-end redesign of their internal sales and customer management system across Financial Services Cloud, Experience Cloud, Marketing Cloud, and Tableau.
- Served as sole UX lead across a team of **22**, including BAs, solution architects, integration specialists, developers, and testers, translating complex financial workflows into intuitive, user-validated interfaces.
- Conducted user journey mapping, heuristic evaluations, and post-adoption interviews, reducing user-reported difficulties by **80%** between initial testing and go-live.

- Presented data-driven UX recommendations to C-suite and senior stakeholders, building buy-in for design decisions and keeping the client's voice central throughout a complex, multi-stream programme.

Statistics New Zealand | UX/UI Lead Design Analyst

Feb 2020 – Oct 2022

- Designed and delivered a responsive UI survey platform serving public-facing online respondents and field interviewers conducting door-to-door data collection, ensuring full accessibility across web, iOS, and Android.
- Led migration from legacy version control systems to Git across a team of **10-15**, modernising development workflows and improving cross-team collaboration.
- Automated decades-old manual processes using Python, including file renaming, numbering protocols, and repetitive code generation, significantly reducing low-value work across the team.

Statistics New Zealand | UX Designer, COVID-19 Response (Secondment)

Apr 2020 – Aug 2020

- Designed and launched New Zealand's primary COVID-19 Data Portal and public API, providing real-time pandemic data and streamlined access to government datasets for researchers, media, and the public throughout the national response.
- Facilitated rapid design thinking workshops to drive fast iteration under pressure, compressing delivery timelines without compromising accessibility or usability standards.

Wellington Screen Replacement | Co-Founder & Operator

Sep 2018 – Jan 2020

- Co-founded and ran a phone repair business while studying full time, managing operations, customer relationships, and service delivery end-to-end.
- Negotiated partnerships with **20+ student halls of residence** across Victoria and Massey University, securing placement in orientation packs and building an SEO-optimised digital presence to drive organic acquisition.

OTHER EXPERIENCE

Ignite Consulting | Project Manager

Jun 2019 – Oct 2019

- Led a team of 6 consultants developing a go-to-market strategy for two AI-powered legal chatbots (RentBot and WorkBot by CitizenAI) covering NZ rental and employment law.

Ignite Consulting | Consultant

Feb 2019 – May 2019

- Delivered a full brand and strategy overhaul for a Wellington non-profit in a 6-week engagement, including redesign, marketing plan, and a board workshop to realign organisational strategy.

Cars Direct Leasing | Manager

Jan 2018 – Dec 2018

Wave Studio | Designer

Jan 2014 – Jan 2016

EDUCATION

Victoria University of Wellington | Bachelor of Science | *Graduated Nov 2019*

Double major: Computer Science and Interaction Design

Focus areas: Machine Learning, AI, Data Analysis, UI Design, Human-Computer Interaction

SKILLS

Technical: Java, C/C++, JavaScript, Python, SQL

Design: Figma, Sketch, Adobe Creative Suite, Midjourney, Adobe Firefly

Product & Analytics: Jira, Confluence, GitHub, Postman, Azure, Tableau, SAP Analytics Cloud, Salesforce CRM, ServiceNow CSM, Google Analytics, Notion, Visio, Lucidchart, Miro

AI & Emerging Tools: ChatGPT, Claude, GitHub Copilot, Cursor, v0, Rork, Notion AI, Figma AI, Salesforce Einstein, Tableau Pulse