NIKHIL NALIN

Product Manager | Digital Health, Content Operations & User Engagement

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SUMMARY

Product Manager (6.5+ yrs) specialized in scaling evidence-based health interventions for parents and families in low-resource settings. At Noora Health, contributed to programs shown to reduce neonatal complications by 18% and hospital readmissions by 56%. Expert in translating health requirements into user-friendly digital products, designing AI-powered personalization systems, and leading multi-country product launches across India, Indonesia, Bangladesh, and Nepal.

PROFESSIONAL EXPERIENCE

Noora Health — Bengaluru, IN
Product Manager (Digital Health) — *June 2021 – Present*

- **AI-Powered Personalization for Behaviour Change:** Designed an AI-based personalization engine for 100k+ caregivers on WhatsApp, analyzing past interactions to tailor message tonality and timing. Ran A/B tests on content formats, including voice messages and videos, to improve accessibility for low-literacy users. Increased engagement by 25% and drove measurable improvements in care-seeking behaviours.
- **User Research & QA:** Led a usability study for the Care Companion App in Bangladesh, designing research protocols and conducting caregiver and nurse interviews. Established a human-in-the-loop safety workflow where doctors review AI escalations. Developed test plans, conducted QA before each release, and worked with engineers to resolve bugs.
- **Process Mapping & Stakeholder Collaboration:** Created workflow diagrams for the WhatsApp chat system and mapped the end-to-end nurse journey. Maintained system architecture docs and release notes. Worked with leadership to prioritise enhancements. Bridged clinicians, content teams, and engineers to translate requirements into specs. Built dashboards to monitor engagement.
- **Country Launches & Localization:** Supported product launches across 4 countries and 10 languages, adapting content and configurations for local contexts. In Indonesia, designed data flows to integrate with the government health system. Maintained deployment documentation and troubleshot issues during rollouts. Built a low-code content ingestion system (Google Sheets/Docs) enabling non-technical clinicians to manage localized medical Q&A.
- **Offline-First Mobile UX:** Prototyped and launched a mobile app for 1000+ frontline health workers. Prioritized accessibility for low-end devices, ensuring critical training modules remain available 100% offline.
- **Funding & Partnerships:** Co-authored winning proposals for The Agency Fund's AI for Global Development Accelerator (OpenAI, Center for Global Development) and other prominent global health funders, securing ~$1M to scale AI-powered behaviour change interventions.

CGI Inc — Bengaluru, IN
Software Engineer — *Aug 2019 – June 2021*

- **Process Optimization:** Designed configurable ETL frameworks to migrate large-scale client datasets, reducing project timelines by 30% while ensuring data integrity for compliance reporting.
- **Technical Specification:** Translated complex business requirements into functional specifications, data mapping rules, and workflow diagrams for cross-functional engineering teams.

PUBLICATIONS

"Nurturing Capabilities: Unpacking the Gap in Human-Centered Evaluations of AI-Based Systems." *ACM CHI 2025*. Research on how AI can better support care workers by aligning system design with their real-world needs. (Co-author) [Link]

SKILLS & DOMAIN EXPERTISE

- **Product Management:** User-Centred Design, Usability Testing, Prototyping, Process Mapping, Workflow Diagrams, User Stories, Acceptance Criteria, QA & Release Management, A/B Testing, Backlog Prioritization, Sprint Planning, Localization.
- **Domain:** Maternal/Child Health, Behavioural Change, AI Personalization, Offline-First Design, Clinical Safety.
- **Tools:** Figma, Framer, Google Drive/Workspace, GitHub, Linear, RapidPro, Turn.io, CRM Systems.
- **Technical:** Python, SQL (BigQuery), REST APIs, TypeScript, Angular, Data Visualization, Content Management Systems.
- **Languages:** English, Hindi, Malayalam (Native).

EDUCATION & RECOGNITION

NIT Calicut | Bachelor of Technology, Engineering — *May 2019*

- **MIT Health Hackathon Winner:** Awarded "Best Clinical Impact" for a diagnostic tool; led user research and physician feedback loop.
- **iBeTo Finalist:** Built prototype for a community fundraising platform; owned requirements gathering and user flow definition.