



SUMMARY

Senior Product Designer with 9+ years in design, 6+ in product/UX designing enterprise SaaS products and complex operational platforms across retail intelligence, healthcare, hospitality, and IoT. I help teams reduce product risk by uncovering hidden complexity early and designing enterprise solutions that balance business goals, user needs, and engineering constraints. I partner with cross-functional teams from product discovery through delivery to transform complex workflows into scalable, accessible product experiences.

SKILLS

Design Practice: UX Strategy, Information Architecture, Interaction Design, User Flows, Wireframing, Prototyping, Usability Testing, Design Systems, Visual Design, UI Design, Accessibility (WCAG)

Tools: Figma | FigJam | AI-assisted Design

Methods: Design Thinking, Agile/SAFe, Cross-functional Collaboration, Stakeholder Presentations

WORK EXPERIENCE

RDSolutions, Noida

Senior UI/UX Designer • Nov 2023 - Present

- Led product design for InfoQuest, an enterprise retail execution platform whose MVP onboarded 25+ enterprise CPG clients within 8 months (35+ today), with deployments spanning 1,000-3,000 store locations per client - partnering with Product Owners, Business Analysts, Architects, and Engineering from product discovery through delivery.
- Reframed an audit reporting challenge by uncovering how nested conditional responses became difficult to interpret at scale, designing a reporting experience that preserved context and improved decision-making without increasing interface complexity.
- Designed a centralized KPI workspace that unified insights across 21 audit task types, enabling internal teams and client stakeholders to review, compare, and interpret complex field data through a single decision-support experience.
- Established a scalable product design system by extending Kendo UI into reusable components and interaction patterns, reduced design-to-development handoff time from a week to 1 day while improving consistency across enterprise workflows.
- Collaborated cross-functionally to scope 20+ product features and enhancements, facilitate product discovery, evaluate technical trade-offs, and translate business requirements into implementation-ready solutions that balanced user needs with engineering constraints.

Techahead Softwares, Noida

Senior UI/UX Designer • Mar 2022 - Sep 2023

- Led end-to-end product design for Paty, a connected hospitality platform spanning a web admin portal, consumer iOS/Android application, and bartender PWA, designing a unified operational experience across three user roles while delivering 310+ screens as the sole designer within 2-3 months.
- Crafted the product experience for THC Controls, an enterprise IoT platform that enabled commercial cultivation teams to monitor and manage environmental systems through a centralized operational workspace, delivering 120+ screens as the sole designer within 3-4 weeks.
- Defined the visual direction for Cysterhood, a digital health platform supporting women with PCOS, translating an established product vision into an accessible, scalable design language that continued to shape the product experience four years after launch.
- Owned end-to-end product design across multiple client engagements, partnering with stakeholders from discovery through developer handoff to transform business requirements into scalable product experiences across enterprise SaaS, healthcare, hospitality, and IoT domains.
- Facilitated cross-functional collaboration with clients, product teams, and engineers to balance business goals, user needs, and technical constraints while delivering high-quality products across concurrent engagements.

Agicent Technologies, Noida

UI/UX Designer • Oct 2020 - Dec 2021

- *Produced end-to-end user experiences for web and mobile products across multiple client engagements, translating business requirements into user flows, wireframes, prototypes, and high-fidelity interfaces from concept through implementation.*
- *Collaborated directly with clients, product stakeholders, and engineering teams to understand business goals, facilitate design reviews, and iterate on solutions through continuous feedback and cross-functional collaboration.*
- *Worked closely with developers throughout implementation, resolving technical constraints, validating design quality, and ensuring the final product aligned with the intended user experience.*

Image Creative Education, Bangalore

Faculty • April 2019 - Jul 2020

- *Taught graphic design and UI/UX principles; developed curriculum and hands-on project briefs for students.*

Unibrand Retail, New Delhi

Designer • July 2017 - Oct 2018

- *Designed print and merchandise creatives for retail products.*

PROJECTS

Projects	Type	Highlight
InfoQuest	B2B SaaS	Retail execution platform - KPI dashboards, conditional filtering
Paty App	Website, PWA & Mobile	3-surface nightclub ordering system - 310+ screens
Cysterhood	Android & iOS	PCOS wellness app - 50,000+ downloads
THC Controls	Web App	IoT cultivation management - 120+ screens, 4 facilities
My Intrics	B2B SaaS	Built internal UI library on Kendo UI - adapted component library to product theme, designed data dashboards and UX improvements across modules

EDUCATION

Bachelor of Commerce (B Com): Lovely Professional University • 2013–2016

CERTIFICATIONS

Certified SAFe® 6 POPM: Scaled Agile • 2025

Graphic & Web Designing : Arena Animation • 2016–2017

LANGUAGES

English • Hindi