

EXPERIENCE

Arcana Network, Bengaluru — Experience Designer

2024(Current)

- Contributed to the design for Arcana Wallet, the first chain-abstracted wallet in the Web3 space, creating intuitive user flows, simplifying blockchain complexities, and optimizing usability for diverse crypto users through collaboration and iterative improvements
- Led the redesign of the Design System, shifting the focus to more user-centric methods tailored for Arcana's design team and developers
- Redesigned the wallet interface for Arcana’s users (developers), by implementing the new Design System to ensure seamless integration with dApps they create for end users

Cybrilla Technologies, Bengaluru — UX Designer

2023-2024

- Designed and delivered data-driven design decisions for Fintech Primitives(FP), a cloud-based platform as a service (PaaS) in the Mutual fund domain by direct collaborating with developers and end product users
- Led UX-focused user research, uncovering insights into tenant and investor behaviors within FinTech, optimizing accessibility and usability across diverse user personas
- Contributed to the design and development of a CRM system catering to both internal users and clients, enhancing communication and facilitating relationship management and redesigned the FP dashboard, enhancing user experience and usability for various stakeholders
- Developed a flexible design for white-labeled apps, aligning with clients' brand guidelines
- Played a role in rebranding efforts and asset management design initiatives

Arcana Network, Bengaluru — UX/UI Designer

2022 - 2023

- Developed functional user interfaces and experience flows for Web3 platforms.
- Collaborated closely with design team members to contribute to the creation and implementation of design systems, ensuring consistent and user-centered design approaches
- Utilized user research insights to craft compelling user journeys and personas
- Crafted detailed prototypes that effectively showcased the screen flow, demonstrating the intricate functionalities and seamless operation of the product
- Contributed to the development of marketing materials, aligning design aesthetics with brand messaging
- Aided the development of mainnet website by crafting animations and motion graphics to elucidate product functionalities

Freelance, Bengaluru — UX/UI Designer

2022

Led website redesigns and developed app interfaces, enhancing user experience with research-driven, intuitive designs

ATMOF Architects, Bengaluru — Senior Architect

2019 - 2021

Led designs of 8+ projects across diverse categories, while coordinating a collaborative team effort to deliver solutions and details. Additionally contributed to create and implement management standards, elevating work efficiency by 30%

Fahed+Architects, Kochi — Junior Architect

2017 - 2018

Planned and created designs, drawings, and 3D models, leading projects from concept to design, and coordinated on-site activities

EDUCATION

Google, Coursera — UX Design Professional Certificate

2022

T.K.M College of Engineering, Kerala — B.Arch (Bachelor of Architecture)

2011 - 2016

SKILLS & INTERESTS

Tools: Figma || Adobe Photoshop || Adobe Illustrator || Adobe InDesign || Adobe After Effects || AutoCAD

Principles: UX || UI || User Research || Website Design || App Design || Wireframing || Prototyping || Information Architecture || Motion Design || Concept Sketches || Interaction Design

Interests: Animation || Gaming || Painting || Travel