

Experience

Product Designer | Flexjet

June 2024 - Present

- Leading **product design** for a greenfield aircraft maintenance software product.
- Designing and **shipping end-to-end experiences for Parts and Inventory**. Creating foundational patterns, **enriching the design library** and **improving technician efficiency**.

Product Designer (Academic) | Salesforce

Aug 2023 - May 2024

- Crafted **AI-driven user engagement strategies** for Trailhead, a learning platform, and helped **foster more community interaction** and **collaboration** through AI agents.
- Designs helped **decrease unanswered questions** and **drove new conversations** in the Trailhead community.

Product Design Intern | Palantir Technologies

May 2023 - Aug 2023

- Defined UX strategy and designed a tool to **empower Healthcare and DoD client admins** in **configuring user attributes for enhanced access provisioning** within Palantir Foundry.
- Designed vision mocks for a third-party app governance tool, for **efficient monitoring of external resources**. Identified metrics to **improve visibility across the system**.
- **Built a VS Code plugin** enabling semantic search for Palantir engineers, **enhancing code comprehension** and **productivity** in their development environment, **in 1 week**.

Product Designer II | Obvious

May 2021 - Aug 2022

- Designed Grab's **0-to-1 self-serve Ads Platform** which **grew revenue over 100% YoY** and **increased number of merchants by 70%**.
- **Led foundational research** for Grab's SE Asian market that drove a first-principles design approach. Findings **shaped product strategy for regional solutions**.
- Owned and **shipped Ads creation and Ads management** workflow with **30+ features**.
- **Helped found the New Initiatives team** at Slice, \$2B fintech unicorn.
- **Spearheaded web3 integration experiments** for Slice's flagship lending product, creating an app to **create and manage borrowers' decentralized identity domains**.

UX Designer | Thence

Aug 2020 - Apr 2021

- **Shipped 4 products** for AngelOne, a web stock trading platform, from Portfolio Management to Stock Details, as we **expanded from 1M to 6M+ users**.
- **Worked closely with users** to craft a system that **mirror users' mental models** which **drove up user engagement numbers** for AngelOne's web trading app.
- Redesigned ZillSkill, a kids' learning platform, which **improved adoption by over 50%**.
- Identified and designed unique features like '**ZillSkill Sequels**', a **story-based representation** to help discover their **inner curiosity and natural capabilities**.

Education

M.S. in Human Computer Interaction
Indiana University

B.S. in Electronics Engineering
PES University

Research

RA at COMET Lab, Indiana University. Helped build a data system to **support community capacity building** with demographic and economic data.

Redesigned Bengaluru Police's violation reporting app using **game design and neural networks**. This research is **published in IEEEXplore**.

Presented paper on **consensus algorithms** in private blockchains at Blockchain Congress, Italy. **Published in Springer Proceedings**.

Community

Teach and mentor design students at **BRIDGEGOOD**, a design school focused on social good.

Worked with founders and at IIMB's incubator to run the Incubation and Women's Startup Program using **Service Design**.

Achievements

Endex Sponsor Winner, Stanford University's Treehacks.

Guest speaker at IIMB, For Women's Startup Program at NSRCEL at IIMB

Best Capstone Project, M.S in Human Computer Interaction

Best Startup Project, Center for Entrepreneurship at PES University

Skills

Interaction design, visual design, user research, usability testing, design systems, wireframing & prototyping.

Design strategy, personas, journey maps, design workshops, information architecture, storytelling, handoff