

Amount Inc	Sr. Product Designer Oct 2020-Present	Loan Origination System Redesign Initiative (Ongoing), 2025 — - Led ux strategy for research, benchmarking & driving evidence-driven user-centred new product initiatives, roadmap aligning with release schedules, for incremental and iterative updates towards golden paths and processes. - Spearheaded workshops with engineering leads, product managers, customer success, QA teams to align teams and identify strategic opportunities. Conducted contextual inquiries, heuristic evaluation & tech deep dives to identify root cause of pain points. Customer Email Communications, 2024 — - Shipped end-to solution for tracking customer communication & proactively resolving delivery issues. Interviewed stakeholders, support team, analysed issue tickets, studied AWS SES docs to map out actionable info leading to: - Elimination of 99% of email related complaints, Reduction in troubleshooting time from 19 days to minutes, thus accelerating application processing and origination volume. Logical Expression Editor Credit Policy, 2024 — - Designed an expression builder for lenders in need of writing complex logical expressions with custom data sources and variables of their choice, achieving a task success rate of 90% in non-prod environments. Test Profile Library, 2023-2024 (0-1 Project), 2023 — - Led team on 0-1 project of Test Profile Library for non-technical users to test their lending policy against different personas, achieving a SUS score of ~ 90. Conducted intensive studies with engineering and QA teams to understand tech constraints & testing processes to deliver task time reduction by 96%. Design System Initiative for Enterprise, 2023 — - Established design systems tailored for both white-label customer-facing and high-density complex interface for enterprise UX, by leveraging tokenisation. Massive reduction in development & QA time, 100% WCAG AAA compliance for White Label apps and AA compliance for Platform. Unsecured Instalment Loan Application Experience, 2022 — - Shipped white label loan journey, optimising application flow, KYC, and ID verification. Achieved a ~ 50 % drop-off reduction during ID verification, driving higher completed applications and approved loans. Manual Income Verification for BPO Agents, 2021 — - Shipped income verification solution for bank agents that reduced data entry and review time by over 75%, and reduced BPO cost and number of declined applications.
Stride NYC	Product Designer Jun 2020 - Oct 2020	Reservation Portal for Belong Gaming Arenas, 2020 — Shipped booking portal for reservations & payments. Worked closely with Vindex's CTO, Belong US investor team, product managers, engineers and Belong UK marketing team to align business needs with user needs
Georgia Tech	Design Researcher Aug 2018 - May 2020	Digital Archive of Integration Years, 2019 — Designed and developed a web archive of integration years in Douglas, Georgia that helped preserve and make the county's history accessible. Design was informed by deep collaboration and critique sessions with historians & librarians.
PwC	UX Designer Oct 2015 - May 2017	Records Management System, 2015 — Shipped booking portal for reservations & payments. Worked closely with Vindex's CTO, Belong US investor team, product managers, engineers and Belong UK marketing team to align business needs with user needs

School	Master of Science	Georgia Institute of Technology 2018 – 2020
		Human-computer interaction

Approaches	Synthesis	Research	Design	Tools	Code
Systems Thinking	Ecosystem Mapping	Cognitive-walkthroughs	User Flows	Figma	HTML
Enterprise Thinking	Process Flow	Contextual-inquiry	Rapid Prototyping	Sketch	CSS
Human-centred-Design	Journey Mapping	Feasibility & Cost	Design Systems	Adobe XD	JavaScript
Cognitive Theory	Information-Architecture	Evaluation	Interaction Design	Illustrator	
Empirical HCI	Human Computer	Hallway Testing	Icon Design &	Photoshop	
Metacognition	Conversation		Product Illustrations	Glyphs.app	