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Selected Projects

Integrella Pvt. Ltd.

Oct 2023 - Present

Transforming Financial Advisory with AI-First Meeting Workflows

Senior UI UX Designer

- Designed and launched an **AI-powered wealth management platform (B2B + B2C)** that redefined financial advisory operations for a global client.
- Led end-to-end UX for an intelligent assistant that auto-records and analyses meetings, producing real-time summaries, action items, and reminders—cutting advisor prep/admin time by **40+ minutes per session**.
- Developed secure, **multi-role dashboards** for wealth managers and administrators, driving compliance, transparency, and enterprise scalability.
- Increased adoption by **35% in Q1** through simplified workflows and data-rich visual dashboards tailored to advisor needs.

Patient Records SaaS – Unified, Scalable Platform for Multi-Hospital Ecosystem

Senior UI UX Designer

- Directed UX strategy and managed a design team to deliver a **modular SaaS platform** consolidating patient history, prescriptions, appointments, and medical records across multiple hospitals.
- Designed role-based dashboards (doctors, nurses, admins) with custom permissions, **reducing 60% onboarding time and improving task efficiency**.
- Implemented multilingual and **RTL support**, enabling adoption across Middle Eastern and global healthcare markets.
- Boosted clinician satisfaction by **30%** through usability-focused record access that reduced time spent per case.
- Mentored junior designer, enforced design standards, and led UX reviews across agile sprints, ensuring delivery consistency.

Morningstar SaaS Platform – Empowering SMEs with Portfolio Insights

UI UX Designer

- Created a **scalable B2B SaaS platform** for Morningstar partners, streamlining SME portfolio management through data-driven design.
- Delivered a flexible, **white-label solution** customizable across multiple partner companies, driving market expansion.
- Achieved a **22% increase in engagement** by replacing legacy UI with modern, intuitive user flows and a reusable design system.
- Embedded **WCAG 2.1 compliance** into the design system, enhancing accessibility and ensuring long-term usability.

Tata Consultancy Services

July 2019 – Sep 2023

UX for data Privacy – Simplify Compliance and User Control

UI UX Designer

- Redesigned complex compliance journeys into **simplified, user-friendly experiences**, balancing regulatory rigor with usability.
- Designed **bot-human interaction flows** covering multiple use cases and personas, building trust in sensitive privacy tasks.
- Achieved a **60% reduction in task completion time**, significantly improving satisfaction and boosting adoption across enterprise clients.

Professional Summary

Senior UI UX Designer with 6+ years of experience crafting user-centric solutions for fintech, healthcare and SaaS. Skilled in design systems, intuitive interfaces, and end-to-end product lifecycles, delivering designs that boost engagement, adoption, and growth.

Education

Master of Business Administration in Marketing and Digital Marketing (MBA)

FLAME University

2017 - 2019

Bachelor of Commerce (B.com)

H.L. Institute of Commerce

2014 - 2017