



As a Senior Product Designer with over 6 years of experience, I specialize in creating user-centered designs that elevate digital experiences and drive business outcomes. With a proven track record in end-to-end product design, I focus on delivering innovative, scalable solutions that seamlessly align user needs with business objectives.

With 6+ years of experience in user research, interaction design, and usability testing, I leverage data-driven insights to inform design decisions. I excel in crafting high-fidelity prototypes and user interfaces that are both visually compelling and highly functional.

Collaborating seamlessly within Agile, cross-functional teams, I work closely with stakeholders, product managers, and developers to ensure the smooth integration of design solutions into the development process. I have extensive experience applying design systems and UI guidelines to maintain consistency and scalability across platforms.

I utilize these collaborative design tools to build responsive, accessible, and high-performing products. I focus on continuously iterating and improving the design based on user feedback, A/B testing, and performance metrics to optimize both user engagement and business metrics such as conversion rates and customer retention.


My goal is to create impactful, user-friendly products that solve complex challenges, push the boundaries of innovation, and contribute to overall business growth.

Why don't we work together?

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EXPERIENCE

Deloitte - Assistant Design Manager

December 2021 - August 2022

- Led client-facing engagements, gathering high-resolution requirements and delivering design solutions for top international clients.
- Streamlined the design process, resulting in 30% higher user engagement and 25% faster iteration cycles.
- Educated stakeholders on the value of design, driving 40% improvement in client satisfaction. Managed cross-functional teams and mentored junior designers, boosting team productivity by 20%.

Volumetree - UI/UX Designer

May 2020 - November 2021

- Collaborated with clients to conceptualize innovative design ideas, establishing design guidelines and standards aligned with the best UX practices.
- Delivered user-centered solutions that enhanced overall user experience, improving client satisfaction by 45% and ensuring consistency across all touchpoints.

Thence - UI Designer

December 2019 - April 2020

- Designed visually engaging websites, ensuring alignment with brand identity.
- Communicated design concepts effectively through user flows, process flows, and wireframes, leading to improved website usability and a 15% increase in engagement.

Blackstraw.AI - UX Designer

October - December 2019

- Collaborated with product managers and developers to illustrate design concepts through sitemaps.
- Identified and troubleshoot UX issues, ensuring seamless user experiences and contributing to a 55% reduction in user drop-off rate.

INTERESTS

Music, Sports & Sketching.

ADD'L EXPERIENCE

Treadle - Co-Founder/ Design Consultant

December 2022 - February 2025

- Co-founded a freelancing company with a focus on exploring new domains outside the 9-to-5. Partnered with an IBM professional, selectively managing 2-3 projects annually.
- Led a 10-person team across UX research, design, testing, content writing, and development for high-impact platforms.

EDUCATION

 2022 - 2024

Master of Interaction Design (Master's in Design)
University of Queensland.

 2015 - 19

B. Des. In Fashion and Lifestyle Accessory Design
(Bachelor in Design) National Institute of Fashion
Technology (NIFT), India.

 May - June 2018 (Exchange Program)

Summer Program in Schweizerische Textilfachschule,
Zürich, Switzerland.

 2012 - 14

Chavara C.M.I Public School, Pala, India.

BEST ACHIEVEMENTS

 Best Academic Performance Award - NIFT.

2019

 AHFE International Conference in Florida, U.S.

2018

PRO SKILLS

- UX/UI Design Process
- Agile Wire Framing
- Data Visualisation
- Qualitative Research
- AR/VR Design
- AI Driven Design
- Micro Interactions
- Design System Expert
- Ethical Design
- Post Launch Research
- Usability Testing
- Rapid Prototyping