

PROFILE

Multidisciplinary Graphic, UX, and Web Designer with 6+ years of experience creating impactful, user-first solutions across B2B, SaaS, B2C, and enterprise platforms. Skilled in human-centered design and front-end web development, I lead projects from research and ideation through to polished execution—crafting cohesive brand experiences and scalable digital products. I blend UX strategy with modern web technologies to deliver responsive, high-performing websites and interfaces that meet both user needs and business objectives. Adept at building design systems, analyzing competitive landscapes, and collaborating cross-functionally, I thrive in fast-paced, where I establish design foundations and drive measurable outcomes.

EDUCATION

Postgraduate degree in User Experience & Digital Marketing St. Lawrence College, Kingston 2022 - 2024

Bachelor of Design in Visual Communication | Unitedworld Institute of Design, Ahmedabad 2015 - 2019

EXPERIENCE

FREELANCE | UX & WEB

ONTARIO, CANADA | MAY 2024 - PRESENT

- Led end-to-end branding and eCommerce design for Butterlicious, a premium skincare brand, developing a unified visual identity, product packaging, and a high-converting Shopify storefront built with Webflow—resulting in a 63% increase in customer acquisition within the first month of launch.
- Designed and launched a responsive, mobile-optimized website for a Kingston-based restaurant, integrating interactive micro-interactions and UX best practices to drive a 42% increase in web traffic and significantly lower bounce rates.
- Delivered branding, UX, and web design solutions for small businesses including Klaver Concrete, G&J Cleaning & Renovation, and Solarez Cleaning Services, strengthening their digital presence and improving customer engagement through visually compelling, performance-optimized websites.
- Led the UI/UX redesign and front-end development of a modern, accessible website for Cambreeze India, improving usability and brand perception for one of India's leading cooler manufacturers.
- Produced high-impact event branding and promotional materials for the Porsche x Makoba luxury event in Ahmedabad, aligning immersive design with premium brand standards to elevate guest experience and enhance brand positioning.

CITY OF KINGSTON | UX DESIGNER

ONTARIO, CANADA | JAN 2024 - APR 2024

- User-Centric Research: Conducting thorough user research through surveys, interviews, and usability testing to understand the unique challenges and requirements of students searching for housing information and services. Leveraging these insights to develop solutions that directly address their pain points.
- Collaborative Strategy: Working in close collaboration with stakeholders, including city officials and community representatives, to align on project objectives and establish a clear roadmap. Prioritizing features that maximize user satisfaction and deliver measurable improvements in service accessibility and efficiency.

ST. LAWRENCE TEACH@SLC Portal | UX RESEARCHER & DESIGN SPECIALIST

ONTARIO, CANADA | SEPT 2023 - DEC 2023

- Creative Design Solutions: Developed a wide range of print and digital materials for campus initiatives, including event invites, digital signage, social media graphics, posters, brochures, and presentations, all aligned with the institution's brand and designed for maximum engagement.
- Student Support Page Redesign: Led a user-focused overhaul of the student support page, using client feedback and competitive analysis. The redesign improved user satisfaction and usability by 32%, enhancing accessibility and streamlining support for students.

OAT & MILL, CANADA | WEB DESIGN INTERN

ONTARIO, CANADA | MAY 2023 - AUG 2023

- Led the end-to-end eCommerce design and development of a high-converting, fully responsive storefront using Wix Studio, enhancing the digital presence and online sales potential of Oat & Mill, a premium dairy-free ice cream brand.
- Developed and executed a cohesive visual identity, encompassing UI design, brand guidelines, and 3D packaging assets, resulting in a consistent and premium brand experience across digital and physical touchpoints.
- Integrated approved 3D packaging designs directly into the live site, collaborating with marketing and product stakeholders to improve product visibility, storytelling, and conversion rates through enhanced visual merchandising.
- Participated in iterative design reviews and critiques, offering creative direction and actionable feedback that elevated the quality of design deliverables and supported continuous team improvement.
- Utilized user-centered design methodologies to ensure a seamless, engaging, and intuitive shopping experience, aligning business goals with customer expectations and optimizing for engagement and retention.

EXPERIENCE

TATA CONSULTANCY SERVICES | VISUAL & UX DESIGNER

KERALA, INDIA | SEP 2019 - SEP 2022

- Led full-cycle design initiatives for digital marketing campaigns across U.S. Bank’s enterprise communications, including promotional emailers, virtual event invitations, and high-level executive presentations. Ensured alignment with brand identity and messaging, while supervising junior designers to maintain design consistency and execution quality.
- Designed and implemented responsive, accessible email templates using modern design tools and industry best practices. Collaborated with marketing and development teams to optimize layout, visual hierarchy, and usability contributing to a 25% improvement in email open and click-through rates.
- Resolved complex technical and UX challenges by partnering closely with cross-functional teams, including front-end developers, QA engineers, and business analysts. Played a crucial role in improving the performance, accessibility, and stability of internal-facing digital platforms.
- Drove user engagement through the strategic use of micro-interactions and interactive elements across interfaces, resulting in a 15% increase in overall user retention and satisfaction.
- Served as a core contributor to the redesign of the Walgreens IC+ Renewal Interface, collaborating with the Commercial Tech team to ensure the solution was scalable across North America. Focused on enhancing usability, accessibility, and cross-platform consistency leading to a 30% increase in user task efficiency and improved adoption across business units.

THEREFORE DESIGN, PUNE | VISUAL DESIGNER

KERALA, INDIA | MAY 2018 - OCT 2018

- Worked for clients such as Haldiram's and Godrej, designing packaging, advertisements, and promotional materials that aligned with each brand's identity.
- Coordinated with printers and vendors to ensure the highest quality production standards were met, managing tight deadlines.
- Developed reusable templates that streamlined production workflows and maintained aesthetic across various marketing materials.
- Assisted in the conceptualization and execution of a successful marketing campaign for Haldiram's, which included social media graphics, posters, and in-store displays, leading to a 15% increase in sales during the campaign period.

TOOLS

Figma · WIX · EditorX · Webflow · Shopify · Framer · Adobe XD · Miro · Balsamiq · Adobe Creative Suite · Visual Studio Code · Google Analytics · Google Optimize · Jira · Trello · Asana · Slack · Proto.io · Dora AI

SKILLS

· A/B Testing · Design Research · HTML · CSS · Javascript · Design Systems · Information Architecture · Interaction Design · User Interviews · User Personas · User Research methods · User Testing Strategies · Web Accessibility · Prototyping & Wireframing · User Interface Design · Visual Design · Design Thinking · Branding and Identity design · Layout and composition design · Typography · Color theory · Illustration · iconography · Packaging design

CERTIFICATIONS	LinkedIn	2022-2023	SKILLSHOP	2022- 2023
		• Content Strategy for Marketers • Marketing to diverse audiences • Content Marketing foundation • Social media marketing foundation • Personal Branding	• Google Ads Creative Certification	