

User-focused UX Designer and Strategist with 7+ years of experience leading end-to-end design processes across consumer and enterprise products. Skilled in connecting user insights, design patterns, and business goals to craft holistic solutions that drive measurable impact. Experienced in cross-functional collaboration with engineering, user research, and product teams to deliver intuitive, scalable, and visually compelling products.

EXPERIENCE

Senior Designer, Segal Savad (August 2024 – Present)

- Vista Equity Partners: Spearheaded the brand strategy and identity refresh by conducting in-depth research and developing a vision that is meant to grow with Vista. Delivered insights and design recommendations to enhance their market positioning and brand consistency.
- Carlyle Group: Partnered with Global Technology Services (GTS) to redesign internal dashboards for the Global Wealth Platform, reducing user workflow completion time by 22% and improving overall user accessibility. Developed a scalable design system that streamlined onboarding for cross-platform tools.
- Internal: Managed cross-functional projects, ensuring timely delivery by overseeing deadlines, resource allocation, and workflow management.

Experience Designer + Researcher, Consultant (Dec 2018 – Present)

- A wide range of multi-disciplinary projects ranging from UX research and design, brand strategy, visual design for B2C and B2B clients in f&b, retail fashion, e-commerce, music and entertainment, and financial technology.
- **JP Morgan Chase:** Led UX Research into FinTech adoption among Senior Adults in Low and Moderate Income Groups; Identified key insights and designed a high-fidelity prototype with a custom dashboard, increasing feature adoption by 32% and improving overall app confidence.
- **NBA:** Partnered with Retail Experience to create a high-impact brand activation for key accounts (Nike, Jordan, 47Brand, GLD, etc.) at the 2024 Allstar Indianapolis event. Increased foot traffic (3500+) and drove significant sales (\$60k+).
- Other Key Clients: Amazon India, Nestle, DE & Shaw, Nike, Insider, Percept India

Designer, The New School (Oct 2022 – June 2024)

- Developed brand-aligned visual campaigns and narratives for The New School's Marketing Communications Department; delivering 8+ end-to-end strategic projects in 2 years.
- Led creative strategy and art direction for major university initiatives like the 88th Annual University Commencement; and the City Visionary Awards, which raised over \$150K in grants towards university scholarships for the TNS Student Body.
- Spearheaded the **"A Day in the Life"** digital experience that highlights the journey of New School Student in NYC through unique selection-based flows for prospective students; garnering 10,000 visits in the first 3 days of launching; boosting the university's image.

Experience Design Lead, Future Meets Present [Contract] (April 2023 – Sep 2023)

- Redesigned the Marketplace of the Future brand experience, increasing event attendance by 40% (2,500+ attendees) and securing 30+ brand partnerships during NY Climate Week.
- Launched a digital event platform integrated with EventBase APIs, streamlining ticketing and attendee tracking. Improved partner satisfaction scores by 30% through seamless onboarding workflows.
- Pinterest US: Led a brand activation campaign "I Found it on Pinterest" – increasing North American demographic engagement by 2.7% and driving 12% more impressions towards the platform during Climate Week.

UX Strategist, Vice Media Group [Contract] (Jan 2023 – May 2023)

- Organised studio workshops, collaborating with VPs and SVPs of Global Design and Strategic Insights to ideate Vice brand, Refinery29's content revolution to expand it to Gen-Z demographics in North America.
- Conducted extensive ethnographic and user research, uncovering trends in media, gaming, food, travel, music, finance, fashion, and beauty. Employed a strategic design framework, yielding a metaverse tech intervention that revolutionized the R29 product offering.
- The prototype (MVP-1) received a 95% acceptance rate on testing among 250 members of the "Madchatter" community (testing-group); with a culturally relevant, authentic, and self-directed digital media blueprint with a low-investment+high-yield strategic roadmap.
- On limited launch (Testing environment), the platform boosted affiliate channel clicks by 37% while reducing landing page bounce-rate by 6.5%

Lead Product Designer, Pathsetter.ai [Contract] (June 2021 – May 2022)

- Designed and implemented MyPath, a student mentorship dashboard with CMS and admin functionalities, achieving a 96% task success rate and enabling smooth operations for a global mentorship program.
- Created a modular design system in Figma, reducing design rework by 40% and ensuring a consistent brand experience across all touchpoints.
- Secured \$500K in seed funding by delivering investor-ready prototypes, pitch decks, and branding materials.

Design Manager, 17DNorth (Dec 2021 – April 2022)

UI/UX Designer, 17DNorth (April 2020 – Nov 2021)

- Managed a team of 8 designers, researchers, and engineers focusing on quick-turnaround UX projects – websites, mobile apps, dashboards.
- Evolut Fitness App: Designed a user-friendly onboarding flow that improved retention (15%) and VA conversions (63%) within three months.
- Snapdeal: Delivered an ERP system with 10,000+ integrated SKUs, reducing product listing errors by 18% and improving admin productivity by 25%. Conducted user testing workshops, providing actionable feedback that reduced pre-launch usability issues by 40%.

Visual Designer, One10 Digital (Dec 2018 – March 2020)

- Conducted research and UI design for a range of clients like Dubai Taxi, Raymond Group, International Data Corp.

Product Coordinator [Furniture and Merchandising] Della Group (May 2018– Dec 2018)

- Oversaw product design and development for furniture portfolio. Worked on RFPs and BOMs – as a bridge b/w projects and design teams.

EDUCATION

Parsons School of Design | August 2022 – May 2024 (CGPA 3.97/4)

M.S. in Strategic Design and Management (Minor: Human-Computer Interaction)

Symbiosis International University | June 2014 – April 2018 (CGPA 3.2/4)

B.Des in Product Design

COMPETENCIES

Project Management
Data Analysis
UX Research and Insights
Strategic Roadmaps + Planning
Scrum + Agile Routines
Lo + Hi-fidelity Prototyping
App Design for iOS + Android
Contextual Inquiry
User-acceptance Testing
Usability Test
System & UX Design
Interface Design Systems
Accessible and Inclusive Design

CERTIFICATION

UX & Prototyping | Frog Design
Brand Development | IDEO x Udemy
User Experience Design | Google
Adobe Ai + Ps + Ae + Xd | Coursera
Wireframing and Prototyping | LinkedIn
Digital Marketing | Daragh Walsh

LEADERSHIP

Parsons School of Design
Graduate Mentor

Scrum Lead for UX Dev at 17dNorth

SIU Student Council – Culture Head

RECOGNITION

2024 – Winner, Graduate Thesis of the Year;
Parsons School of Design – **Breaking Echoes**

2024 – The New School Dean’s Merit Scholarship,
Academic & Dept. Honors

2023 – Winner, Good Interventions; for
Climate-Tech product – **Curren-C**

2023 – Editorial Feature – Dark Data by David
Caroll, MFADT-Zine – **“The Man he Became”**

2018 – Runners-Up, Best Degree Project –
Symbiosis Institute of Design

2016 – Best Packaging Design Award, National
Institute of Design Workshop

TOOLS

Adobe CC Suite, Figma, Sketch, Framer, Craft, Zeplin, Keynote, JIRA, Affinity Designer, Principle, Trello, Hive, Slack, Notion, MidJourney, MS Office, Google Analytics, Miro/Mural, Gemini, ChatGPT

