

## Experience

Dodo Payments | Founding Designer

August 2024 - Present

- Founding designer at Dodo Payments, overseeing all design functions across product, branding, and creative.
- Spearheaded 0-to-1 development of core product experiences, delivering user-centered designs for a seamless global payment solution.
- Designed and implemented a cohesive brand identity, including logo, visual assets, and marketing materials.
- Directed creative efforts for video campaigns, encompassing motion design, video editing, and storytelling.
- Developed a design system to maintain consistency across product and marketing touch points.
- Conducted user research, prototyping, and usability testing to refine designs and drive user adoption.
- Collaborated closely with stakeholders to align design strategies with business goals.

RetainIQ | Product Designer

December 2022 - August 2024

- Led 0 to 1 development for two shipped products, guiding foundational designs.
- Conducted user research, created wireframes and prototypes, and collaborated with stakeholders to ensure feasible, goal-aligned design.
- Validated designs through usability testing, developed a design system for consistency, and iterated based on user feedback and analytics.
- Created high-converting marketing creatives for RetainIQ's D2C clients (emails, meta ads), and supported the growth team with additional materials.
- Assisted in hiring for RetainIQ's email management team, contributing to design team recruitment.
- Contributed to rebranding efforts at RetainIQ, including branding and website updates.

RetainIQ | Product Design Intern

October 2022 - December 2022

- Collaborated with the product team to brainstorm and design product features, particularly focusing on the email flow app.
- Designed the UI for a separate product, although it did not proceed to launch.
- Created marketing creatives for the growth team to support various promotional initiatives.

Vibencode | Product Design Intern

August 2022 - October 2022

- Designed wireframes, mockups, and functional prototypes for projects such as the sign-up flow for FIFA+.
- Developed the overall design and user interface for the Cosmic app and the Vibencode website, working closely with another designer and a product manager.

All India Radio | Summer Intern

July 2019

- Participated in a one-week student training program at All India Radio, Thrissur.
- Gained a comprehensive understanding of radio wave propagation, transmission, and reception functions.
- Engaged in field visits and received exposure to various current technologies.

## Education

Government Engineering College Thrissur

2018-22 | Thrissur

B.Tech in Electronics and Communication

CGPA 8.10

## Skills

Design

Interaction Design, Visual Design, Motion Design, Branding, User Research, Information Architecture, Prototyping , A/B Testing, Design Handoff

Tools

Figma, Framer, Maze, Adobe Creative Cloud Suite, LottieFiles, HTML, CSS

## Certifications

UX Design Certification | Google

September 2022

Digital Skills : User Experience | Accenture

September 2020

UX Design Specialization | CalArts

May 2020 - July 2020

Introduction To UX Design | Georgia Tech

April 2020