

Summary

Creative and passionate User Experience Designer with **5+ years** of experience in both service and product-based companies. Expertise spans end-to-end UX research, prototyping, visual design, interaction design, and design systems, and working in complex, cross-functional environments. Proven track record of delivering user-centric designs that align with user needs and business goals across enterprise and B2C environments.

Experience

Product Designer at Lowe's, India

Sep 2024- Sep 2026

- Spearheaded the enhancement and redesign of two B2B vendor-facing applications by integrating user-centered design principles and **data-driven insights derived from FullStory and Pharos analytics**. Key outcomes included a personalized homepage, task management, and chatbot design—**resulting in a 40% reduction in support tickets and increased user engagement**.
- Collaborated closely with users, product managers, and technical teams to **define product OKRs**, uncover user needs by **conducting workshops**, and drive research initiatives.
- Led a comprehensive design audit and user research to establish a **scalable design framework** built on design system components, standardizing UI and ensuring visual consistency **across 10+ teams**.
- Conducted workshops, audits, preference testing and surveys for the masthead revamp for the vendor's main application, **reclaiming real estate by 20%**.

User Experience Designer at Deutsche Telekom, Berlin

May 2024- Aug 2024

- Worked solely on improving the digital router installation onboarding process to enhance user experience and streamline the process **reducing the step count significantly to half, and time on task from 20 to 12 mins**.

Senior Lead User Experience Designer at WONGDOODY x Infosys, India

Apr 2023- Aug 2023 | Transition for Masters

- Led the redesign of CITI bank's internal platform, by redesigning workflows, information architecture, and revamping the user interface, **resulting in 15-20% decline on time on task** from their previous flow.
- Collaborated directly with stakeholders to gather and integrate research insights, and with developers to understand technical limitations for a new banking product to onboard customers and manage their data.

Lead User Experience Designer at WONGDOODY x Infosys, India

Feb 2021- Mar 2023

- Successfully executed user research and visual design projects across different domains, both independently and as part of a team.
- Created user flows and high-fidelity mockups for Churchill Mortgage, transforming the existing offline procedure from various channels into a fully digital experience, making the entire mortgage process hassle-free and seamless for both purchasers and loan officers.
- Collaborated with Business Analysts to understand user stories and challenges in the handling truck buying and selling data for Paccar Financial Trucks, **reducing the screen count to half**.
- **Mentored junior designers** and provided guidance on best practices and design principles as part of their bootcamp.

Skills

Design Skills

Research, User Interviews, Competitive Benchmarking, User Flows, Wire-framing & Prototyping, Visual Design, Data-Driven Design, Information Architecture, Heuristic Evaluation, Usability Testing, Design Thinking, Design System, A/B Testing, Survey Design and Analysis

Software Skills

Miro, Figma (AI included), Photoshop, Framer, Theydo, FullStory, ChatGPT

Soft Skills

Problem Solving, Collaboration, Team Management, Communication, Adaptability, Critical Thinking, Presentation

Education

MA in Visual and Experience Design	2023-2024
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University of Europe for Applied Sciences, Potsdam, Germany

Semester Exchange	2019-2020 (6 months)
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Bilgi University, Istanbul, Turkey

B.Des in Product Design	2016-2020
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University of Petroleum and Energy Studies, Dehradun, India

Certifications

Agile Center of Excellence

Lowe's

Data-Driven Design

Designlab

Strategic Design

Rhode Island School of Design

Visual Elements of User Interface Design

California Institute of the Arts

Achievements

- Recognised with two awards in a single year for exceptional performance in handling multiple tasks and achieving high client satisfaction in Infosys x WONGDOODY.
- Received scholarship for being in top 3 of the class in my first year of college.