

Professional Summary

A skilled Product designer with a passion for crafting user-centered digital experiences. Proficient in tools like Figma, Sketch, and the Adobe Suite, I bring a blend of creativity and technical expertise to every project. My experience spans designing intuitive interfaces and engaging visuals, always with a focus on usability and aesthetics. I thrive in collaborative environments, working closely with teams to translate user needs into seamless, impactful designs that drive results.

Education

MBA in Design Management

University for the Creative Arts, London, 2024

Bachelor of Fine Arts, Applied Arts

Jawaharlal Nehru Architecture and Fine Arts University, India, 2018

Professional Experience

Focal CXM

2021-2022

Product Designer

- Led a project to ensure on-time, high-quality delivery of web and mobile designs, meeting all client requirements and timelines.
- Identified, raised, and negotiated issues and risks with senior client management, ensuring successful resolution and project continuity.
- Designed wireframes, prototypes, and smooth, user-friendly mockups using Figma, Adobe XD, and Zeplin, ensuring clear communication of design ideas.
- Collaborated with back-end developers to analyze and optimize the performance and responsiveness of web and mobile pages, enhancing user experience.
- Created a design library to ensure flexibility and responsiveness across various devices, standardizing elements for consistent application design.
- Produced high-quality, accurate design specifications and technical documentation, facilitating efficient development and ensuring adherence to design guidelines.

NextGen Property Adviser

2021

Design Engineer Interaction, UI

- Designed intuitive and visually appealing user interfaces for web and mobile applications, ensuring a seamless user experience.
- Collaborated with cross-functional teams including developers, product managers, and UX designers to translate user needs and business requirements into effective UI designs.
- Created wireframes, mockups, and interactive prototypes using tools such as Figma and Adobe XD, to visualize and refine design concepts.
- Performed engineering calculations and simulations to validate designs, ensuring compliance with industry standards and performance requirements.

- Led prototype development and testing, identifying design improvements and reducing product development
- Implemented UI design systems, maintaining consistency in style, components, and behavior across different platforms and devices.
- Designed web pages, ensuring a smooth and user-friendly experience.
- Produced easy-to-use mockups for client presentations.
- Worked closely with development teams to ensure pixel-perfect implementation of UI designs, adhering to project timelines and technical constraints
- Regularly attended and contributed to meetings.

**Agile CRM
UI UX Designer**

2018-2020

- Designed intuitive and visually appealing user interfaces for CRM applications, enhancing user experience across web and mobile platforms.
- Developed comprehensive sitemaps, wireframes, user flows, and interactive prototypes to define application structure and functionality, facilitating effective CRM solutions.
- Collaborated with project managers and Agile teams to present design concepts through mockups, incorporating feedback to refine and align designs with project goals.
- Maintained current knowledge of design trends, UX best practices, and CRM industry standards, applying innovative design solutions to improve user engagement and application efficiency.
- Created customer and analyst-facing dashboards, reporting tools, and CRM features, ensuring designs are responsive, user-friendly, and consistent with brand guidelines.
- Gathered and analyzed feedback from stakeholders, iterating on design approaches to meet evolving requirements and ensure high-quality, user-centric solutions within Agile development cycles.

**ABDA Digital studio
Internship**

2017-2018

- Designed custom icons and graphic elements for web and mobile applications, ensuring they aligned with the overall user interface and brand aesthetics.
- Developed and maintained comprehensive brand guidelines, detailing the use of colour, typography, iconography, and design elements to ensure consistency across all platforms.
- Applied colour theory and typography principles to design icons and interfaces that improved usability while maintaining a cohesive brand identity.
- Collaborated with cross-functional teams to implement brand guidelines in marketing materials, websites, and digital products, ensuring a unified brand experience.
- Created and optimised scalable icon sets, ensuring clarity and usability across different devices and screen resolutions.
- Contributed to the visual design strategy by establishing iconography and style guides, helping to streamline design processes and promote brand consistency.

Technical Proficiencies

Adobe Creative Suite | Figma | Framer | Custom WordPress | Wireframing | Prototyping | Mockup | Visual Design | MS Whiteboard | Miro | Sketch

Entrepreneurial SkillSet

Presentation | Organised | Self-awareness | Empathy | Communication

Thank you.