

Education: Bachelors of Engineering, **BITS Pilani** (2020-2024)

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## WORK EXPERIENCE

### noon - Product Designer

Oct 2024 - Present\*

- Designing for noon's core team that accounts for **75% of the platform's revenue**
- Working on everything e-commerce including rewards, gamification and personalisation

### Disney+ Hotstar - Product Design Intern

Feb 2024 - Aug 2024

- Worked within the **direct monetization** team to design experiences including subscriptions, payments, and advertisements
- Implemented **accessibility features** in Hotstar's subscription flows following a11y guidelines, ensuring inclusivity for all users
- **First runner up** in the Hackathon'24 by Hotstar among 45 teams

### Flipkart Group ANS Commerce - Product Design Intern

Jul 2023 - Dec 2023

- Led the redesign of Kartapult which is used by **50+ brands globally**, to enhance UI & optimize UX by catering to usability
- Developed a **design system** using **Figma**, leveraging data-driven analytics, achieving over a 60% reduction in project timelines
- Revamped **data-driven dashboards**, using critical insights to streamline decision-making processes for stakeholders
- Ensured the delivery of user-focused product features & made engineering trade-off decisions within demanding timelines

### SuperKalam (Y Combinator W23) - Product Design Intern

Jan 2023 - June 2023

- Efficiently onboarded **25+ new creators** by designing custom landing pages, meeting creators' urgent requirements
- Designed scalable web pages that increased conversion rates by more than **90 percent**
- Utilized **motion design** and **video editing** skills for lottie animations & product launch videos

### Students' Union Technical Team BITS Pilani - UI/UX Designer

July 2020 - July 2022

- Collaborated with a highly motivated student team to successfully launch real life projects that significantly improved campus life
- One of the select five designers recruited from the entire BITS batch, showcasing a strong design skill set and innovative thinking

### Teaching Assistant, Human Computer Interaction

Jan 2023 - May 2023

- Coded 20+ HTML application models that were presented in lectures to optimize learning key principles of HCI
- Demonstrated a deep understanding of HCI - a crucial skill for crafting intricate and advanced product designs

**Relevant Coursework** Human Computer Interaction, Design Thinking and Innovation

**Technical Proficiency** Product Design, Figma, After Effects, A/B Testing, Adobe Photoshop, C++, Product Management

## PROJECTS

### Rethinking Offers - Disney+ Hotstar

Apr 2024 - June 2024

- Identified key pillars through in-depth benchmarking, then stress testing the paradigm with users through fully functional prototypes
- Worked on the end-to-end flows for all things offers on the Hotstar application

### BITS Marketplace App - Product Design

Aug 2021 - Apr 2022

- Conducted UX research, identified user pain points, competitive analysis, created Hi-Fidelity Prototypes & performed usability testing
- Successfully launched the app with over **1000 downloads** on Play Store and a **4.7-star rating**

### BITS Students' Union App - Product Design

Jan 2020 - Dec 2020

- Worked on SU app that revolutionized BITS campus by enhancing user convenience and efficiency, streamlining the daily campus life
- Achieved more than **10,000 downloads** on Play Store & a **4.4-star rating**, highlighting its extensive adoption & positive user feedback

## POSITION OF RESPONSIBILITY

### Club Coordinator - Film Making Club, Bits Pilani

Jun 2022 - July 2023

- Lead a team of 20+ members and increased planning efficiency by up to **70 percent** by developing the FMaC application
- Rented and managed equipment worth more than Rs. 20 lakhs for coverage & post-production of **Asia's 2nd largest fest**

## CERTIFICATION

**Intro to User Experience Design** by Georgia Institute of Technology

**Postman API Certification** by Postman

**C++ Programming** by Udemy