

About	<p>My design process emphasises simplicity, attention to detail, and a deep understanding of people, business and technology. I am looking for opportunities where I can work on large &amp; critical problems for businesses. My approach to design is defined by a relentless pursuit of excellence.</p>
Mar'24 → Apr'24	<p><b>LexFast</b> → (Remote/Cameroon) ↳ <b>Lead Product Designer</b> (Contract) ↳ Designed a Legal SaaS platform from scratch under 30 days ↳ Redesigned the fundraising pitch-deck to raise over \$3m ↳ Consulted w/founder on product and fundraising best practices</p>
Dec'23 → Apr'24	<p><b>Central European University</b> → (Remote/Austria) ↳ <b>Lead Product Researcher</b> (Contract) ↳ Audited over 60+ websites for best practices and accessibility ↳ Conducted over 20 remote user studies and usability tests ↳ Developed a strategy document to improve the website UX</p>
Nov'23 → Feb'24	<p><b>FarMart</b> → (In-office/Gurugram) ↳ <b>Lead Product Strategist</b> (Contract) ↳ Worked w/CCO &amp; marketing to launch a new product vertical ↳ Built the launch site prototype in Framer from 0→1 under 7 days ↳ Developed a brand strategy roadmap to aid go-to-market ↳ Helped sell 5,000 SKUs under 30 days exceeding business goals</p>
Jul'22 → Jul'23	<p><b>Palate Market</b> → (Remote/New Delhi) ↳ <b>Lead Product Designer</b> (Contract) ↳ Redesigned the brand identity to talk to their audience ↳ Built the design system for the app on Figma ↳ Designed the promotional website for the app</p>
Skills	UX, UI, HCD, HCI and Human-Futures + Front-end Engineering
Tech	Figma, Framer, Webflow, Dovetail, Adobe Suite & other advanced AI tools
Interests	In my off-time you'll often find me designing and/or building cool ideas that solve deeply rooted problems.