

WORK EXPERIENCE

Spyne May 2024-Present

Product Designer I

- Led the complete redesign of Spyne’s homepage and other landing pages resulting in overall CTR improvement by 11% and engagement time by 42%.
- Led implementation of A/B testing frameworks, enabling data-driven for Iterating Virtual Studio designs to help improve conversion funnel to 4.12% from initial 1.14%.
- Developed and implemented features for assisted shooting flow that reduced average video capture attempts from 1.66 to 1.1 per user, significantly boosting input quality.
- Designed Spyne Assured for 360 Spin as a product offering, guaranteeing 100% accurate 360 outputs by enabling Quality Check (QC) in the Desktop Application reducing Turnaround Time of 120 sec to 30 sec/video and unlocking revenue potential of more than \$500k annually.

Hex Business Innovations Sep 2022 - May 2024

UX Designer

- Led a cross-functional team to create a referral system which helped increase referrals by 23% while reducing the Customer Acquisition Cost by 8%
- Conceived and developed Tickets feature to help 750+ small scale business owners track their employee workflows and monitor performance.
- Conducted 50+ user interviews to identify customer pain points and implemented the employee checkout flow for verification leading to reduction in invalid checkouts by 14%.

ENTREPRENEURIAL VENTURE

IdolPanda July 2020 - May 2024

Founding Team - Lead Designer

- Managed a diverse portfolio of 13 clients across 5 countries, including GiveMeTrees, Canon, Impacto, Cryptocase, resulting in generating \$30k ARR.
- Led a team of 2 video editors and 3+ graphic designers to build an MVP. Failed to find Product-Market Fit.

EDUCATION

Pearl Academy 2020-2023, Delhi

Advance Diploma in User Experience and Interaction Design

SKILLS

Design

Prototypes • User flows • Rapid Iterations • Wireframes • Illustrations • Information architecture  
Motion design with After Effects • Style guides • Human computer interactions • Heuristic Evaluation

Tools

Figma • Webflow • Photoshop • Illustrator • After Effects • Lottie • Lens Studio • Blender