

about

A creative person on the verge of technology, design & fashion. Following design experiences in the Fashion Industry I ventured into the design realm of tech.

Striving to balance Art and Usability in crafting high-quality digital experiences.

education

2015 - 2019

National Institute of Fashion Technology, Bangalore

Bachelor In Design
Textiles Department
8.5 GPA

skills

User Research, User Flows, Information Architecture, Wireframing, High Fidelity, Prototyping, Visual Design, Branding, Illustrations, Iconography, Interaction Design, Motion Design

work experience

Flobiz | Product Designer 2

Jan'23 - Jan'24

Honoured with the Cultural Award for Focus on Delivering Results in Q3 2023, recognised personally by the founders for exceptional dedication to achieving key outcomes

Developed a Centralised Design System from the scratch, effectively elevating team efficiency & ensuring design coherence across platforms

Spearheaded the redesign of entire Web Application. Drawn on the learnings of the WebApp User Experience Research in which I played an instrumental role. This effort has led to a 7% increase in user activation, a 15% increase in click-through rates for "create" CTA buttons & a 25% increase in the discovery of deeper features by users.

Pioneered the design of an AI-Based Bill & Item Import System, which enhanced user activation metrics, achieving a notable 12% increase in users generating 3 invoices within the first 5 days of registration

Redesigned the Bulk Upload Feature on the Web Platform, transitioning from traditional Excel uploads to an integrated Google Sheets-style interface. This change led to 14% increase in bulk imports

Crafted Sophisticated GST Compliance Features, including e-invoice & e-way bill generation for Android/ iOS apps, exclusive to the enterprise plan. Adopted by over 5,000 businesses, leading to a 10% boost in enterprise plan revenue.

Goldsetu | Associate Product Designer

Sep'21- Dec'22

Acquired complete ownership of the customer facing PWA pivotal to our core users, the jewellers. This encompassed the design and implementation of the Landing Page & other features like , Orders Flow, Saving Plans, and Digital Gold.

Collaborated on designing the Marketing Website for Goldsetu with a senior designer

Produced the product's explanatory videos for company's Youtube channel

Galleri5 | UI/UX Designer

Aug'20- Sep'21

Spearheaded the redesign of Brands' & Influencers' platform to increase user engagement & bring consistency. Both the platform together led to the smooth campaign management by taking care of activities like tracking influencer metrics, campaign budgeting, smooth payments, assigning/ approving deliverables, etc.

Worked on a micro app for HRX (a client) to track fitness goals for a campaign.

Served with multitude of design horizons like social media posts, email marketing templates, presentation slides for business pitch, packaging design for Myntra's EORS campaign, image & video editing for influencer's deliverables.