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## EDUCATION

### Bachelor of Design (Product & Industrial)

Lovely Professional University

- Studied product development processes and became proficient in Product thinking, UI/UX design, ergonomic studies, with a special emphasis on improving my soft skills.
- Co-founded a working organisation within the university, learning leadership and entrepreneurship.
- Got recognised for my passion for design and strong study ethics by peers and professors.

## WORK HISTORY

### Zype Instant Personal Loans (Startup)

#### Product Designer

October, 2022 — presently working | Mumbai

#### [Zype](#)

- As an early design team member- initiated design system and optimised design-development processes.
- Collaborated extensively with product, CX, and engineering teams to find out the customer problems and test agile solutions, resulting in a 65% increase in loan applications and a 20% increase in user retention.
- Worked alongside marketing establishing consistent branding and design standards across all materials and product interfaces, resulting in increased brand recognition and awareness.

#### UX Designer

### McKinley Rice - SecondOffice (Startup)

February, 2022 — October, 2022 | Pune

#### [SecondOffice](#)

- Responsible for working on the new style-guide for the design system of the company in collaboration with the Design team in S. Korea.
- Tested and worked out UX anomalies in the beta release of the web-app audits.
- Secured 'Above & Beyond' appreciation for my collaboration with the marketing team regarding brand awareness and social presence of the brand.
- Assisted seniors with the new design guidelines for the company's in-house MVPs and live projects.

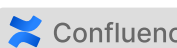
#### Design Intern

### Disenme (Agency)

Jul, 2021 — January, 2022 | Bhopal

- Responsible for making desktop and mobile website from scratch (no-code) and completed the launch within a short span of 2 months, thus rendering 45% increase in the clientele.
- As an intern, learned with co-designers on various visual design and branding projects for client work.

## TOOLS & SKILLS

[Figma](#)[Confluence](#)[After effects](#)[Framer](#)[Blender](#)[UX-UI](#)[Rapid prototyping](#)[User research](#)[Micro-interactions](#)[UX writing](#)