

A Product Designer with more than three years of experience in e-commerce, ed-tech, and cybersecurity working at the intersection of design, tech and people at Deutsche Bank. Proven track record in delivering products by effectively collaborating with tech and product teams.

SKILLS

UX Audits

Quickly analyse quick wins in current implementation using information architecture, Heuristics, UX Writing principles and Design Patterns

User Insights

Triangulating insights from available metrics, user interviews, market studies, usability insights and usage patterns

Design Strategy

Formulate and execute strategic design plans that align with business goals and user needs, ensuring cohesive and user-centered design solutions

Design Implementation

Create interactive prototypes and high-fidelity mockups with Figma & After Effects, ensuring smooth developer handoff

Design QA

Conduct thorough checks across multiple devices and platforms, identifying and resolving inconsistencies to maintain high design standards

EDUCATION

B.Des, Interaction Design

School of Design, UPES (2018-22)

RECOGNITION

ACE Performance Award

Awarded in 2023 at CaratLane for the best performer in design

PROFESSIONAL EXPERIENCE

Deutsche Bank , Bangalore

Associate, Product Designer (Dec 23 - Current / 7 Months)

- Lead the design for Global News Dashboard for Deutsche Bank Sales Team to analyse news and take faster actions
- Designed and Shipped ‘dbClient Connect’ for client strategy team to get a full overview of current client hierarchy
- Currently working on the ‘dbClient Intelligence’ for the management team to track and gain insights on client conversations

CaratLane , Mumbai

Product Designer II (Sep 22 - Dec 23 / 15 Months)

- Running design experiments that led to increase filter engagement by 30% on listing pages in-turn increasing PDP Share and conversions
- Redesigned the CaratLane main listing page that brought in 15,000 unique product page views per day
- Designed and Deployed the ‘CL Referral Program’ collaborating with the dev, content, product and business teams.
- Design and Strategy for CaratLane Loyalty Programmes which is responsible for 10% of all new online orders

Cyware , Bangalore

UX Design Internship (Sep 21 - Sep 22 / 12 Months)

- Designed the Rules 3.0 Module, GUI for an SQL Automation used for all the 4 products of the Cyware Family
- End-to-end design and development of the multiple modules for the CITX 3.0 Launch for Lockheed Martin

Siemens , Bangalore

UX Design Internship (Jun 21 - Aug 21 / 3 Months)

- Worked with the tech team to deliver the ‘Future Grid EV Management’ software for Big OEMs like Mercedes & Volvo
- Designing and shipped ‘The Future Grid’ Design System

Toppr , Mumbai

UX Design Internship (Jun 20 - Dec 20 / 6 Months)

- Worked on various products across the Toppr ecosystem
- Lead the design and deployment for Toppr referrals
- Built components for the design system that were used across the products