

2014 : Graduated in 3D Animation.
: Left film industry without interviewing anywhere.

THINQBOT TECHNOLOGIES (Bangalore)

2015 : Joined a core team that built low cost Home Automation solutions.
: Team of 1 designer & 8 devs.
: Designed & executed a 3D Home-Automation App.
: App designs were used to raise the very first investments.
: App designs were later published in “Homes” magazine 2015 December edition.
: We were miles ahead of competition (An IIT Bombay startup- Leaf Technologies) but we ran out of money.

THE LIVING LABYRINTH

: Worked with Tim Poston & Ian Stewart on their first book.
: Scratch built all graphical maps for their Sci-fi Novel- The Living Labyrinth.
: The book is available on Amazon.
: Have access to the manuscript version of this book. Very few have it.
: Sadly Tim passed away in 2017 due to Osteoporosis. The man had 30 patents to himself.

REVERIE LANGUAGE TECHNOLOGIES (Bangalore)

2016 : Designed a book on Indic Typefaces with the co-founder, Chief Typeface Architect.
: The book was presented at the 40th UNICODE Conference, San Francisco.
: We compared & wrote about Windows Vs Mac font rendering.
: We wrote about complexities & intentional negligence of indic scripts.
: Conceptualised product graphics so well that they were put on large office walls.
: Taught myself Front end- HTML/CSS/Git.

2017 : Prototyped product concepts accelerating sales pipeline for product pitching.
: Kept marketing & client teams ahead of Engineering limitations.
: The company was later aquired by Reliance Industries.
: Team of 2 remote designers & 40+ devs.

: Picked Miniature Aircraft modelling as a hobby. Father had served in IAF.

TYPITO (Bangalore)

: Designed a browser based online video editor with animated text overlays.
: Learnt how lean teams work. 1 designer & 2 inhouse devs.

: Picked Snooker as hobby. The discipline of the game was very inviting.

☾ 2018 : Took a year long sabbatical
: Realised lonliness hits hard.
: Designed a Dashboard for Hasgeek. They organise some finest tech conferences in India.
: The founder opened a new job role looking at that one piece of work.

SLANGLABS (Bangalore)

2019 : Team of 1 designer & 20 devs.
: Designed their very first website & took it through 5-10 iterations over the years.
: Designed the very first Voice Search experience for an SDK overlaying on any App.
: Prototyped concept videos to help engineering execute with precision.

2020 : Built customisation documents to help customers understand product better.
: Optimised design pipelines to expedite integration cycles across iterations.
: Designed & executed better emailers than most marketing agencies combined.

: Picked Leather as hobby. Louis Vuitton at Airports made me feel poor one day.

2021 : Designed Voice experiences for Multiple domains- BFSI, E-commerce, Cosmetics.
: Designed an entire voice experience for NPCI Pre-LLM era but the engagement fell off.
: Convinced design team of an enterprise Banking customer with ideas scribbled on tissues with a presentation built entirely on a phone.

: Picked wood carving. Why should our houses be decorated with only commercial objects.
: Picked Knitting. Winters sun bathing alongside grandmothers is evergreen fun.

2022 : Worked with product team fixing user drop off funnels at critical points of lifecycle.
: Designed experiments to be run with clients to understand which versions outperform.
: Designed the Voice Search Assistant inside Nykaa app with 200k active Voice users.

: Picked Book binding. Ancient hardbounds lasted decades because they were not machine bound.
: Picked Pottery. Clay is very forgiving & gives a sense of volume.

2023 : Designed myself a see-through typeface which goes well regardless of the background.
: Yes, i have a typeface to my name.
: Designed end-to-end LLM based Assistant experience for any app domain.
: Worked closely with engineers to match final implementations by 90%+ with design specks.
: Reduced new user microphone permission denials by 10% by via onboarding flow.
: Designed Nykaa’s in-App Voice Search experience. This is available across India on Android.
: Designed & shipped an LLM Assistant supporting Voice & keyboard interactions for TATANue app.

2024 : Teaching myself graphics programming & calculus.