

I am a creative, results-driven professional with **5 years of experience** in industries accross e-commerce, B2B Saas, fin-tech, and more. Always striving to make a positive impact, I'm in my element when working on radical moonshot ideas, big bets or contributing to company culture by organising events and workshops. I am excited to continue pursuing my passions and driving meaningful change in the world.

EDUCATION

IIT Bombay

Bachelor of Design

2017 – 2021

Educated at the IDC School of Design with a core focus on HCI & interaction design and electives in philosophy, linguistics and literature.

INTERNSHIP EXPERIENCE

Microsoft

UX Intern

May '20 – Jul '20

- Built a no-code platform to create custom mobile apps powered by MS Excel.
- Drove the design effort from concept to implementation as the project's sole designer.
- Conducted guerrilla UX research on the field to understand the user.
- Collaborated closely with developers to launch a working **proof-of-concept** within **12 weeks**.

Fractal Ink

UI Intern

May '19 – Jun '19

- Contributed to a myriad of clients & projects across diverse industries.
- Primarily worked on the redesign for Club Mahindra's responsive lead generation website.

AWARDS

Flipkart Hackday 11

2nd Place

Recipes for Grocery v2.0

Flipkart Design Jam 2022

1st Place

Recipes for Grocery

Microsoft Garage Hackathon 2020

1st Place

Excel Powered App Maker

UCEED Exam 2017

All India Rank 6

SKILLS & TECHNIQUES

Design: Information architecture, User Flows, Design Systems, Microinteractions, Visual Design

Prototyping: Paper, Figma, Framer, After Effects, HTML/CSS/JS, Arduino

Research: Questionnaires, Contextual Inquiry, Usability Testing, Affinity Mapping

Collaboration: Problem Solving, Storytelling, Organising Workshops, Stakeholder Management

WORK EXPERIENCE

Freelance

Product Designer

Jun '24 – Present

- Kiki** | A "Happiness App" that tracks your mood and activities
- Agneez** | An AI based ed-tech platform using LLM generated scripts to teach K-12

Jar

Product Designer

Nov '23 – June '24

- Designing for new user growth, solving for financial fitness in India at scale.
- Rapidly shipped and iterated on new product features, partnering with engineering to achieve quick turnaround times.
- Directly conducted UX research** through user calling and prototype testing.
- Launched Lucky Draw, improving referrals and gold purchases. Users who made **3+ referrals increased 3x**.
- Increased Daily Savings signups by **15%** by redesigning coupons during onboarding.

Flipkart

Product Designer

Jun '21 – Nov '23

- Created storyboards, wireframes, user flows, and rich prototypes to demonstrate ideas.
- Submitted new product ideas for patent approval through internal teams & channels.
- Partnered with the UXR team to conduct **research** using rapid prototyping and **usability testing** to validate concepts.
- Proposed & launched Grocery Shopping List, a **self-initiated concept** which improved **conversion by 2x**.
- Solved **Information Architecture** around multiple marketplaces & split baskets by introducing **tab layout on home page**.
- Designed and executed Growth Hacks leading to upwards of **8% incremental GMV**.
- Organised **Monday Blues**, an initiative to provide the Flipkart OneDesign community with a platform to express themselves through passions, skills & interests.

Oni Cares

UI/UX Designer

Sep '20 – Feb '21

- Led the design function** at ONI to create a **companion app for expectant mothers**, with responsibilities ranging across **User Research, Product & Content Strategy**.
- Designed a **dashboard for gynaecologists** and other healthcare professionals to manage patients and appts.
- Set up design processes, recruited and **aligned junior designers to expand the design team**.
- Launched VO of both apps** on iOS & Play Store.

Connectplus

UI/UX Designer

Dec '19 – May '20

- Revamped **end to end** designs for a **community-building** mobile app for enterprises, and the company's website.
- Created & documented a flexible **design system** to ensure scalability and future-proofing.