

I'm a UX designer with **9+ years of experience** across EdTech, eCommerce, and IoT, specializing in intuitive, scalable interfaces that improve usability and drive business outcomes. I excel at solving complex design problems for expert users, blending user insights with strong prototyping, visual design, and design systems. I believe in iterative, collaborative design shaped by continuous feedback and cross-functional alignment.

Experience

User Experience Specialist

Camu | June 2020 - Present

- Owned UX strategy and led the end-to-end design of multiple products: SIS, LMS, Recruitment App, and Student Portals.
- Revamped entire SIS through heuristic evaluation, design systems, and user-centered redesign of **30+ complex features**.
- Directed LMS design from the ground up, focusing on accessibility, usability, and scalable workflows.
- Designed recruitment experience for employers, institutions, and students—transformed into a data-guided, personalized flow that enhanced job discovery and reduced student effort.
- Redesigned Student Portal for seamless navigation, mobile responsiveness, and design system consistency.
- Collaborated cross-functionally with product managers and developers to align features with user needs and business goals.

User Experience Designer

UXelan (Self Employed) | December 2018 - June 2020

- Collaborated with startups to deliver UX solutions across mobile and web platforms.
- Designed a construction asset management app for real-time tool tracking and seamless transfers.
- Led end-to-end design of a scooter rental app, covering IA, user flows, and high-fidelity prototypes.
- Redesigned key flows for a B2B pharma eCommerce site, enhancing navigation and checkout experience.
- Created an eLearning platform for trading courses, prioritizing user engagement and learning clarity.

User Experience Designer

Generation infinite machines | December 2018 - May 2019

Led 0→1 design of multiple product swim lanes, including connected home interfaces for consumer and industrial IoT.

User Experience Designer

Mastek | May 2018 - November 2018

- Designed end-to-end eCommerce experiences for brands like Robinson Co. and Natural Partners (now Fullscript).
- Improved product discovery, navigation, and checkout flows to boost conversion and usability.
- Crafted scalable UI systems supporting quick order processes, subscriptions, and account management.
- Collaborated with cross-functional teams to ensure alignment of design with brand goals and user needs.

User Experience Designer

Generation infinite machines | July 2017 - April 2018

Founding member of the product and design team Revamped platform and built scalable design system Designed multiple new product swim lanes with 0→1 products

UI Designer

UXelan (Self Employed) | May 2015 - May 2018

Helped small businesses establish their digital presence by designing websites, brand identities, and marketing collateral. Delivered cohesive visual systems that enhanced brand recognition and supported business growth.

Key Highlights

- Launched over 10 zero-to-one products as sole UX lead and delivered 50+ end-to-end feature releases.
- Enterprise application design expert, crafting scalable solutions for complex organizational workflows.
- Developed and maintained comprehensive design systems for two flagship products, ensuring UI consistency and accelerating development velocity.
- Designed across multiple form factors—including mobile, desktop, and connected devices—to create cohesive cross-platform experiences.
- Led user research and R&D initiatives, converting qualitative and quantitative insights into strategic design solutions.
- Expertly planned and managed design roadmaps, balancing scope, timeline, and quality to achieve business objectives.
- Skilled at stakeholder management, aligning product managers, developers, QA, and support teams around a unified design vision.
- Proven adaptability in environments ranging from fast-paced startups to multi-tiered multinational corporations.

Skills

- Product strategy and planning
- Interaction design
- Visual design
- Secondary research
- Information Architecture
- Rapid prototyping
- Lean UX

Education

Ramakrishna Mission Vivekananda College

Bachelor's degree, Computer Science

2012 - 2015