

## Relevant Experience

### Razorpod

Feb 22 - Dec 22

#### *Product designer*

- Increased lead generation for Ampere by 40% with a landing page redesign.
- Planned and executed a campaign for Ampere from scratch to generate more enquiries on dealership franchising.
- Assisted in designing All-things-digital user flow from lead generation to order placement for Ampere.
- Heavily involved in redesigning website for Brivian consultants, a financial consultant present in 15+ countries and Industries. Conducted user research and designed the Information Architecture.
- Designed and shipped campaign landing pages for Airtel tribe red and HP Greenlake.

#### *Product design intern*

- Was designated point of contact for Sato by Lexil and assisted in setting up product pages for their various product closely collaborating with developers and client.
- Involved in conducting user research and surveys and creating an effective Informational Architecture. assisted in redesigning the entire website (not live yet).

### Prospello Communications

Jun 21 - Dec 21

#### *Research Intern*

- Conducted User research and surveys to build and integrate an HRMS module in the existing platform for Sanford Electronics.
- Closely collaborated with developers and clients from research and design phase to handoff.

### I We Associates

Oct 18 - Jul 20

#### *Operations lead*

- Instituted operational leadership to streamline and optimize cost-efficiency across all operations.
- Led revenue generation efforts, driving a increase in revenue from 4 lakhs to 14 lakhs during 2018-20.
- In charge of a network consisting 200+ vendors in Kerala and Tamilnadu.

## Education

### Bachelor of Technology in Computer Science

2016-2020

*Vidya Academy of science and tech, Kerala*

### Bachelor of Arts in Economics

2022-2025

*Indira Gandhi National Open University*

## Skills

Proficient with Creating and maintaining design systems, conducting user research, creating information architectures, empathy mapping, user journeys and A/B testing.

Proficient with Java, C/C++, CSS/HTML, R, and Python