



Being a Designer I'm coming across with multiple roles and responsibilities. My core experience into B2B/B2C/B2B2C **Product and Service Design** as well as **Design Management** with multi domain such as **BFSI**: Loan Management, Card Management, Insurance Management, Account Maintenance. **Oil & Gas, Mining, Manufacturing & Supply Chain**: Performance Management, Predictive Maintenance, Process Intelligence **E-Commerce & Governance**: Real Time Performance, using Design Thinking, WCAG methodologies followed by **Agile and Hybrid approaches**. It gives me liberty to work directly with internal + external cross-functional teams for financial Institutions, government and other business customers.

SKILLS

User Experience • User Research/Interview • Journey Mapping • Task Analysis • Data analysis • Heuristic evaluation • Information Architecture • UML (Unified Modeling Language) + DFD (Data Flow Diagram) creation • High-low fidelity Wireframing • Rapid Prototyping • Interactive click through User Journey • User Interface/Mockup Design • Visual Design/ Graphic Design • Design System • Style Guide & Pattern Library • Reusable Components • WCAG • HTML • CSS (Cascading Style Sheets) • Team/Resource Management • Estimation and Budgeting.

TOOLS

Figma • Axure • Miro • InVision • Adobe Suite • Sketch • WAVE • UX Check • Lucidchart • Visio • JIRA • Pencil & paper.

EDUCATION

(BFA) Bachelor of Fine Arts: Advertising & Design Communication

CERTIFICATIONS

Design Thinking • WCAG • CUA • HCI • Mobile UX • Data Intelligence • Digital Transformation.

WORK EXPERIENCE



Design Lead (Product User Experience)
Lentra.AI | Mar 22 - Present

ROLE AND RESPONSIBILITY

- Executing SaaS, Low Code - No Code platform products keeping User Experience, Design Thinking at center.
- Closely working with user and customer how they interact with the product and it's ecosystem from overall journey level down to the micro details; journeys focused Self Serve, Assisted, Account Aggregator, vKYC, eSign, DigiLocker, Dashboard, Portal Management, Form Administration, API Microsystems etc.
- Being a BFA artist my core is to follow primarily design principles and elements to make sure each solution makes an impact and smoothly interacts with the receiver (user) by following essentials like balance, contrast, emphasis, hierarchy, pattern, navigation, imagery, iconography etc.
- Good familiarity with frontend HTML, CSS and backend Dev structure proposing UX solution. Daily interaction with Product Owners, Project Managers, Business Analysts, Architects, Developers via Huddle, Stand-up. Active contribution into requirement gathering, User interviews of internal-external user.
- Ensuring overall design + design management process is streamlined. Leading the design through Why-Why analysis, WCAG-POUR standards while identifying continuous improvement opportunities for Web, Native and Hybrid Applications. JIRA board, Tempo, Agile + Design Sprint are my day-to-day collaborators to keep work efficient.

KEY PROJECTS

Personal Loan, BNPL, Consumer Durable, Home Loan, Auto Loan, Credit Card.



Principal Designer
Foolproof | Sep 21 - Feb 22

ROLE AND RESPONSIBILITY

- Led the UX design process for Home Insurance, E-Commerce projects resulting user engagement with positive increase. Followed Double Diamond methodologies; Discover-Define-Design-Deliver, alongwith design systems.

KEY PROJECTS

Native mobile application design for E-Commerce/ Home Insurance. Simplified overall experience and streamlined the journey to achieve the goal in minimum timeline. The product primarily targeted to run on mobile with Apple and Android OS.

WORK EXPERIENCE



Design Lead (Specialised Services)
Hitachi Vantara | Jun 09 - Aug 21

ROLE AND RESPONSIBILITY

- Began with first and single designer to CoP lead who established and derived Hitachi India Experience Design vertical. Facilitated workshops how design translates to code while understanding of frontend and backend code.
- Demonstrated strength in delivering through all stages of product development and drove key partnerships from initial ideation to shipping and supporting multiple teams and their needs specific to Oil & Gas, Mining, Manufacturing, Automobile, Government, Healthcare domains.
- Gathered design sprint, backlog items, budgeting, forecasting, documentation, business flows, and lessons learned documents captured in retrospectives.

KEY PROJECTS

Digital B2B, B2C, B2B2C products that comprises Web, Mobile Applications. Large resolution displays - Control Command Center, Kiosk and Hybrid screens such as dashboards based on IOS, Android and multi backend technologies.



Sr. Designer
Hexaware | Sep 07 - May 09

ROLE AND RESPONSIBILITY

- Conducted user research to identify pain points and opportunities, translating findings into actionable design solutions. Multi-task whenever required on multiple projects.

KEY PROJECTS

Responsible for overall UX/UI activities and deliverables.



Creative Specialist
TCS | Feb 06 - Mar 07

ROLE AND RESPONSIBILITY

- Collaborated with the development team to ensure the implementation of responsive and user-friendly interfaces. Created prototypes, user flows to communicate design ideas effectively.

KEY PROJECTS

Delivered UX and creative solutions to digital services and products.

When I'm not working, I love reading and listening to instrumental Indian/ World Music. I also enjoy being in nature as much as I love drawing and painting.