

Selected Experience

Wakao

Product Design Lead | 12/2021 - Present

- Defined and prioritised product plans for a smooth execution
- Built and managed two small but awesome design team
- Defined a design system to improve rapid iteration
- Conceptualised and designed app (Android and IOS) and Brand Identity
- Established research methods that improved retention and average time spent on app

JioSaavn

Senior Designer UX, UI | 1/2019 - 12/2021

- Designed and managed new product features for over 100m users
- Defined a design system & identity for "jiosaavn for artists"
- Conceptualised and Designed ArtistOne (formerly Artist insights)
- Revamped JioSaavn web and m-web experience
- Designed JioSaavn for Android Tv, JioSet top box and Firestick
- Built JioSaavn for MG(Car) Infotainment System, OlaPlay, CarPlay

Zycus

UX Designer | 12/2016 - 1/2019

- Designed ops tools for companies like LinkedIn, Porsche
- Simplified the procurement, contracting, sourcing process with an intuitive ux pipeline
- Collaborated with engineering and business teams to ship the designs

Feedo | Atharvaai

Co Founder | 9/2021 - 8/2022

- Conceptualized product & company's mission
- Designed desktop apps and identity (Windows & MacOS)
- Built a small team to execute
- Managed product development and research

Skills

Concept sketches, Experience mapping, UX strategy, User flows, Wireframes, Prototypes, Mockups, Interaction design, Web Design, Mobile Design, Design systems, Basic Branding

Featured On

Acengy Reporter, Buisness Insider, Routenote Blog, Awwwards.