

## Selected Experience

### Wakao

Product Design Lead | 12/2021 - Present

- Built and managed a small but mighty design teams
- Defined a design system to improve rapid iteration
- Designed app and identity (Android and iOS)
- Defined research methods to improve retention and avg 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

- Conceptulized product & company's mission
- Designed desktop apps and identity (Windows & MacOS)
- Built a small team to execute
- Managed product developement 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.