

“Product Designer with 7 years in IT, blending technical expertise with design sensibility. Experienced in both software engineering and UX, I leverage AI tools to create intuitive and accessible user experiences. I’ve led cross-functional teams to deliver impactful AI-driven solutions. Embracing challenges as opportunities for innovation, I’m passionate about shaping the future of digital experiences.”

My Skills

- UX Design UI Design User Research
- Design System Creation UX Writing
- Interaction Design Wireframing
- Prototyping ChatGPT Usability Testing
- Information Architecture AI tools
- Accessibility Figma Adobe Illustrator
- Typography Logo/Icon Design
- Event Management

Certifications

UX Research & UI Designing

Designboat Bengaluru 2020

JAVA Enterprise App. Development

JSpiders Bengaluru 2017

Education

2011 - 2015

B.Tech in CSE

Pratap University, Rajasthan

2011 - 2009

Intermediate & High School

St. Michael’s Convent School, U.P.

My Hobbies

- Art and tech enthusiast: Skilled in sketching, painting, & graphic design.
- Travel enthusiast: Love exploring diverse cultures & landscapes.
- Love organizing & managing company events. Avid part of talk clubs.
- Like exploring internet for design, politics, history, religions & philosophy topics.
- Enjoys gym workouts, badminton, trekking, & swimming.
- Love Intellectual discussions.

Experience

Jun 2022 to Present

Product Designer Draup inc. Bengaluru

Project: Draup Platform for Sales & Talent

- Led the redesign of the **Ecosystem** Module, enhancing usability and visual appeal, which resulted in **increased user engagement and delight**.
- Spearheaded the end-to-end redesign of the **Insights** Module, enhancing experience and readability, improving user flow in sales analysis. Received immediate positive feedback from users and clients, leading to **higher user satisfaction**.
- Implemented a modernized and professional redesign of the **Login** Flow, incorporating secure ID and **OTP** login, providing a more **secure** way of login and **eliminating login issues** entirely.
- Championed pivotal **enhancements** in overall platform usability, harnessing **AI tools** to fortify **user retention**, accelerate **new user acquisition**, and drive **subscription renewals** across modules.

Project: Draup Official Marketing Website

- Spearheaded a comprehensive **redesign** of the **Draup official website**, including the Landing, Talent, Sales, Careers, various other pages, and job application flow. This resulted in a **60%** increase in **visits** and a **40% reduction in bounce rate**, as well as a **30% increase in user engagement** and a **25% improvement in conversion rates**.
- Independently **created Design System** to ensure consistency across all web pages.
- Designed a futuristic **AI Copilot feature** promotion page with a modern aesthetic.
- **Managed marketing team** operations, including orchestrating **cross-team workflows**, implementing **JIRA boards**, and delivering **presentations** to the CEO, Marketing, Engineering, and HR teams to ensure alignment with organizational goals.

Nov 2020 to Jun 2022

Product Designer Signzy Technologies, Bengaluru

Project: Onboarding for various digital banking processes (B2B)

- Conducted **User Interviews**, research, surveys, and other UX processes to inform design decisions.
- Designed UX/UI for **Backops** and **Admin** portals, **front-end** mobile and web apps, created wireframes, prototypes, interactions, and comprehensive UX documentation, and managed usability testing and handover to development teams.

Project: Video KYC (B2C)

- Designed **iOS** and **Android** mobile VKYC apps with a focus on accessibility, responsiveness, & best UX practices. Additionally, created UX documentation, conducted usability testing, & facilitated handover to engineering teams.
- Revamped UX/UI comprehensively for **Backops**, **Admin** portal, and **front-end** portals.

Project: Signzy’s Key APIs and Risk/Decision Security Tools (B2B & B2C)

- Redesigned **Aadhaar** e-sign, **Face match** verification, and **Liveliness** check **APIs**.
- Contributed to **Risk/Decision** Engine, Enterprise Grade **Security**, and **Fintech APIs** design.

These design updates led to **2.2x growth from 2020 to 2021**, with over **99 million customers onboarded** to date. Reduced speed to market from **6 months to 3-4 weeks**. Collaborated with **250+ financial institutions** globally, including the **top banks** in India and the US, with strong partnerships with **Mastercard** and **Microsoft**.

March 2020 to Oct 2020

UI/UX Designer TheSecondWheel, Mumbai

Freelance Part-Time : 5 Projects

Worked on **5 projects** for clients across India and the Middle East, including **Podcast** web/mobile (B2C), **Healthcare** webapp (B2B), marketing **website** among others. Developed end to end designs, **documentation** and **style guides**.

May 2017 to Sept 2020

Full Stack Developer PowerSchool India Pvt. Ltd

Developed full-stack solutions at Powerschool using Java, PLSQL, and JavaScript technologies, with a focus on backend development. Proficient in database management, jQuery, and basic HTML/CSS for front-end enhancements.