

PROFILE

UX & Product Designer with 4+ years of experience delivering end-to-end design solutions across SaaS, EdTech, Healthcare, social media & e-commerce platforms. Skilled in user research, wire framing, prototyping, usability testing, and information architecture. Proven track record of optimising user journeys, improving product adoption, and reducing design–development rework. Adept at mentoring designers, collaborating with cross-functional teams, and implementing scalable design systems that align with business goals.

EDUCATION

2024

DESIGN FOR AI
IBM

2023

UX PM LEVEL 2
UX Alliance

2015 - 2019

NATIONAL INSTITUTE OF FASHION TECHNOLOGY
Bachelors of Fashion Technology, 3.2 GPA

TECHNICAL SKILLS

- Figma, Adobe XD, Framer
- Adobe Photoshop, Illustrator
- User Testing & Research
- Wireframing
- Interaction Design
- Usability testing
- Prototyping
- Design System
- Sketchnoting
- Balsamiq
- Miro, Mural
- Jira, Confluence
- Microsoft Office
- Krita

SOFT SKILLS

- Teamwork and collaboration
- Problem solving
- Prioritisation & time management
- Critical thinking
- Flexibility & Mediation
- Basic understanding of front end development and AI

LANGUAGES

- English ●●●●●
- Hindi ●●●●●
- Malayalam ●●●●●
- Arabic ●●●●●
- French ●●●●●

WORK EXPERIENCE

SENIOR DESIGNER → ASSOCIATE LEAD UX DESIGNER

LOLLYPOP DESIGN STUDIO, BANGALORE | APRIL 2024 - PRESENT

GLOBAL INDIAN INTERNATIONAL SCHOOL, BANGALORE | APRIL 2025 - PRESENT

- Drove strategic alignment by leading user research and stakeholder interviews, ensuring design outcomes were directly tied to business goals.
- Identified usability gaps between legacy designs and development outputs, streamlining workflows and reducing design-development rework by 15%.
- Institutionalized design fidelity by leading and mentoring junior designers, establishing clear design standards across multiple product modules.

FUJITSU, BANGALORE | APRIL 2024 - 2025

- Engineered a network management UX platform that significantly optimized service efficiency for key Fujitsu clients (DOCOMO & NTT).
- Established a scalable UX platform standard to proactively support and accelerate future infrastructure integrations across networking infrastructure.
- Automated complex workflows and calculations, reducing manual operations by 70%.

UX DESIGNER

PEEPAL DESIGN, BANGALORE | JANUARY 2022 - OCTOBER 2023

SIXT, GERMANY | APRIL 2022 - OCTOBER 2023

- Optimized the SIXT+ platform for the inaugural white labelling initiative with Land Rover, which achieved a 33% increase in orders within 28 days.
- Strategically enhanced the Design System by collaborating with cross-functional teams, gathering feedback, and conducting comprehensive UI audits.
- Implemented rapid prototyping techniques to accelerate design validation and enhance overall development velocity

REM42, BANGALORE | JANUARY 2022 - APRIL 2022

- Drove user-centered outcomes by leading intensive brainstorming and collaborative design sprints, translating ambiguity into clear solutions.
- Safeguarded brand consistency and ensured unified market presence by collaborating closely with the marketing team to deliver high-quality design assets.

PRODUCT DESIGNER, WOBB

WOBB, REMOTE | JUNE 2021 - JANUARY 2022

- Executed comprehensive, data-driven UX audits through a combination of primary and secondary research to define the product's strategic framework.
- Collaborated with stakeholders, developers, and influencer managers to conceptualize and deliver the product's core UX vision.
- Enhanced influencer manager efficiency, decreasing the workload by 40%.
- Ensured project success within budget and timelines by executing wireframes, high-fidelity designs, and prototypes.

PRODUCT DESIGNER (INTERN)

ARVIND GOODHILL PVT LMT, BANGALORE | JANUARY 2019 - MAY 2019

- Spearheaded product development, crafting multifunctional women's garments with minimal waste for the apparel industry.
- Conducted extensive research on user preferences, dress styles, and buying behaviour.
- Achieved efficient marker planning for minimal to zero waste in mass production.

SPATIAL DESIGNER (INTERN), BRANDIX

BRANDIX, VISHAKHPATNAM | MAY 2018 - SEPTEMBER 2018

- Led the Ideal Factory project, implementing lean processes. Redesigned the inventory process, introducing flexible tools to minimise errors.
- Eliminated non-value added actions in preparatory processes, improving overall efficiency to 75%.