

Product Designer with 4+ years of experience in user-centered design and data-driven decisions. Designed interactive web and mobile experiences for brands like Razorpay and YourStory, generating up to 333M+ impressions and 404K+ engagements. Master of Science from Luddy School of Informatics, Computing, and Engineering in Human-Computer Interaction.

EDUCATION

Indiana University, Bloomington, IN, USA	2025-2027
Master of Science from Luddy School of Informatics, Computing, and Engineering Human-Computer Interaction	
Indian School of Design and Innovation University of Mumbai, Mumbai, India	2016-2020
Undergraduate Degree in Communication Design Bachelor of Arts in Sociology	

WORK EXPERIENCE

Razorpay, Communication Designer (Hybrid – Bangalore, India)	Jun 2024 – Jun 2025
- Worked on the conception and execution of an interactive web experience spotlighting Indian founders for the Indian Premier League campaign, driving 333M+ impressions, 404K+ engagements, and a 24.8K+ increase in followers. - Played a key role in designing and executing multiple visual touchpoints across print and digital for Razorpay's flagship FTX event, resulting in 7.3 million impressions, 111K+ engagements, and 25K+ new followers, leading to increased brand visibility and audience interaction. - Collaborated with product managers and engineers to design the Sprint 2024 event website, translating 70+ feature updates into user-friendly flows. Created wireframes, prototypes, and high-fidelity designs, ensuring smooth developer handoff and user adoption (13.7K visitors).	
Gandhi & Neru, Lead UI-UX Designer (Mumbai, India)	Nov 2021 – May 2024
- Designed the user interface and style guide for an interactive fantasy investment mobile app for TechSparks by YourStory, collaborating closely with the engineering team. The app saw 603 unique visitors, 1.1K active investments, and INR 152.5 crore in virtual funding, driving real-time engagement and audience participation. - Orchestrated UX and UI design initiatives for a bespoke catering service to streamline operational efficiency between the sales and chefs' team and the clients, resulting in a significant 45%+ reduction in reliance on WhatsApp communication, with subsequent team validation confirming increased customer satisfaction.	
Design Consultant, Self-Employed (Mumbai, India)	Sep 2020 – May 2024
- Developed and implemented a comprehensive UX strategy to revamp the website of a digital transformation company, enhancing usability and engagement. Conducted in-depth user research, analyzed existing assets, identified key areas for improvement, and then designed the UI, leading to a 30% increase in first-time users. - Redesigned the online presence of a leading lighting solutions company by designing a responsive website, leading to a remarkable 25% surge in website traffic.	

CERTIFICATION

Front-End Engineer Path: Codecademy	Ongoing
Human-Computer Interaction: The Foundations of UX Design - The Interaction Design Foundation	May 2024

CORE COMPETENCIES

Hard Skills: User Interface, User Experience Design, Human-Centered Design, Design Systems, Design Thinking, User Research and Analysis, Interaction Design, Usability Testing, User Journey Mapping, Prototyping and Wireframing, Responsive Design, Visual Design & Storytelling, Brand Development, Data Visualization, HTML, CSS. Soft Skills: Problem-Solving, Critical Thinking, Strategic Thinking, Cross-functional Collaboration, Leadership, Communication, Mentorship. Tools: Figma, Adobe Suite, Midjourney, Sketch, Miro, Proto.io, Framer, Jitter, Keynote, Notion, and Editor X.	
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VOLUNTEER EXPERIENCE

Save Indian Farmers, World Kindness Movement, Purane Se Naya.	
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