

EDUCATION

Indiana University, Bloomington, IN, USA	2025-2027
Master of Science in Human-Computer Interaction Luddy School of Informatics, Computing, and Engineering	
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
- Spearheaded the design and launch of an interactive web experience for the Indian Premier League campaign; the initiative drove 333M+ impressions, 404K+ engagements, and increased followers by 24.8K. - Directed the creation of the Sprint 2024 website, showcasing 70+ product updates, overseeing visual design, wireframing, and developer hand-off, while coordinating with product managers, resulting in 13.7K+ unique visitors. - Drove the creation and execution of integrated print and digital assets for Razorpay’s flagship FTX event, resulting in 7.3M impressions, 111K+ engagements, and 25K+ new followers, strengthening brand visibility.	
Gandhi & Neru, Lead UI-UX Designer (Mumbai, India)	Nov 2021 – May 2024
- Crafted the user interface and style guide for an interactive fantasy investment app for TechSparks by YourStory in collaboration with the engineering team, attracting 603 unique visitors, 1.1K active investments, and INR 152.5 Crore in virtual funding. - Redesigned UX/UI and back-end workflows for a bespoke catering service, reducing WhatsApp reliance by 45% and achieving the most successful platform overhaul in company history with improved customer satisfaction. - Conducted user interviews and competitive analysis to identify key improvement areas, then developed distinctive interaction elements in the web experience that increased conversion rates by 10% for a life coach.	
Design Consultant, Self-Employed (Mumbai, India)	Sep 2020 – May 2024
- Revamped the website of a digital transformation company by conducting user research, auditing existing assets, and redesigning the UI—which enhanced usability and boosted first-time users by 30%. - Elevated 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

Design Skills: User Interface, User Experience Design, Human-Centered Design, Product Design, Design Systems, Design Thinking, Interaction Design, Prototyping and Wireframing, Responsive Design, Visual Design & Storytelling, Brand Development, Data Visualization, Graphic Design. Research Methodologies: User Research and Analysis, User Interviews and Surveys, Information Architecture, Usability Testing, User Personas, Contextual Inquiry, Competition Analysis, Heuristic Evaluation, Affinity Mapping, and A/B Testing. Technical Skills: Front-End Development Fundamentals (HTML/CSS), JavaScript. Tools: Figma, Adobe Suite, Midjourney, Sketch, Miro, Proto.io, ProtoPie, Lovable, Bolt, Glide, Framer, Jitter, Keynote, Notion, and Editor X.	
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COMMUNITY ENGAGEMENT

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